



2019 DSSA MAGAZINE

2019 ANNUAL MAGAZINE

ADVERTISING RATES

The Dorper Sheep Society of Australia is publishing the 2019 annual magazine through Ag Communicators. The eco-friendly magazine will be in a digital and printed format comprising 28 pages featuring commercial stories, a member listing, information on new farming technology and industry relevant information. The magazine is scheduled for distribution early August.

Advertising in the magazine is an excellent opportunity to gain exposure for your stud or business. The DSSA will invest funds raised from paid advertising in digital marketing, circulating the magazine at a targeted audience to reach maximum exposure. There will also be 2,000+ printed copies distributed to all members, included in new member packs and available at DSSA events and field days across Australia. The magazine will be easily accessible from anywhere in the world. Below are just some of the ways the magazine will be viewed across the country.

Please find attached 2019 advertising rates and booking form. If you would like to advertise in this years magazine please return your booking form by no later than Friday 1st June.

ADVERTISING (GST exclusive)

FULL PAGE	\$3,600 270mm High x 253mm Wide
HALF PAGE	\$2,400 134mm High x 253mm Wide
QUARTER PAGE	\$1,400 134mm High x 125 mm Wide
SIXTH OF PAGE	\$800 90 mm High x 125 mm Wide
BUSINESS CARD	\$400 45 mm High x 129 mm Wide
STRIP AD	\$1,600 90mm High x 253mm Wide

C/- ABRI, UNIVERSITY OF NEW ENGLAND, ARMIDALE, NSW 2351

Email: dorpereo@abri.une.edu.au Ph: 02 6773 3805

www.dorper.com.au



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BOOKING FORM

The deadline for bookings is Friday 21st June 2019
Advertising copy is required by Monday 1st July 2019
Please supply your ad copy as either a high resolution PDF or JPEG, or a Word Document – no publisher files please.

Please return this form with your payment to the DSSA office.

MEMBERSHIP NUMBER (eg WD999):

COMPANY:

POSTAL ADDRESS:

CONTACT NAME:

TELEPHONE:

EMAIL:

SIGNATURE:

You may want to use your own graphic designers to produce your advert. If you need an advert designed for you ABRI Design can complete this at a fee of \$62.50/hr (excluding GST).

You will need to provide: High resolution images/photos (minimum of 300dpi at 100%), all logos and any copy you would like on your advertisement. Please contact Fara on 02 6773 3356 or by email fara.williams@abri.une.edu.au.

IMPORTANT DATES

Important dates and deadlines are as follows:

Booking forms and payment due - Friday 21st June 2019

Advertising copy due - Monday 1st July 2019

Liftout distributed - Early August 2019

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