Herefords AUSTRALIA

2021 Summer Edition | *Advertising Rates*

Advertising with Herefords Australia Magazine

The 2021 Summer Herefords Australia Magazine is just around the corner.

2021 is shaping up to be another fantastic year for the Hereford breed that continues to produce real results both on farm and at saleyards across Australia.

This will be the Sixteenth magazine printed and designed in conjunction with Rural Leader and Greenridge Press.

2021 Summer Edition Print Advertising Rates*

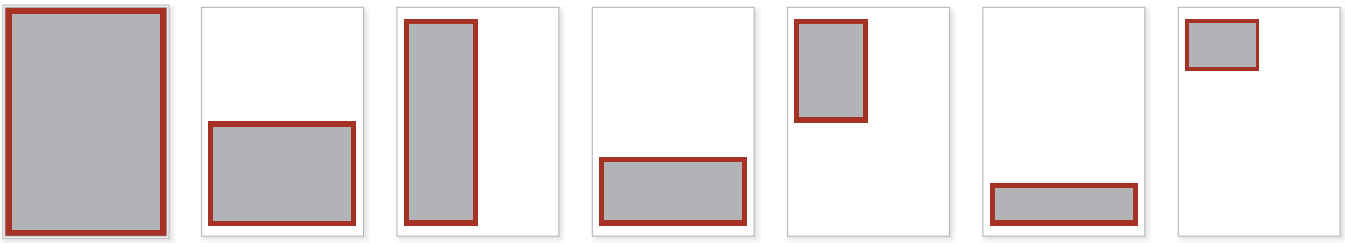
Advertising Space	Casual	2x Rate
Full Page	$1,100	$1,000
Half Page – Horizontal	$725	$652
Half Page – Vertical	$725	$652
One-third Page	$595	$535
Quarter-page – Vertical	$437	$394
Quarter-page – Horizontal	$437	$394
Breeders Directory	$220	$198

Specific Insertion Rates*

Inside front cover (full page only space)	+25%
Outside back cover (full page only space)	+25%
Inside back cover (full page only space)	+15%
Other (specified)	+10%

* All prices are ex-GST. Previous 15% discount no longer applies to Herefords Australia members.
Specific Insertion pricing available on request.

Mechanical Specifications



Full Page with bleed
Size: (W x H) mm
210 x 297
Bleed:
(ideally with 10mm margin around critical text area)
***PLUS* a 5mm bleed area**
(Please ensure all material is set inside this bleed area)

Half-page Horizontal
Size: (W x H) mm
185 x 135

Half-page Vertical
Size: (W x H) mm
93 x 280

One-third Page
Size: (W x H) mm
185 x 90

Quarter-page Vertical
Size: (W x H) mm
88.5 x 135

Quarter-page Horizontal
Size: (W x H) mm
185 x 67

Breeders Directory
Size: (W x H) mm
94 x 64

2021 Summer Edition - *Booking and Material Deadlines*

Issue	Booking Deadline	Material Deadline	Publication Date
Edition 16 – Summer 2021	*October 31st 2020*	*November 7th 2020*	*December 2020*

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Advert Submission

- High quality print PDF files are preferred.
- InDesign CS, Illustrator CS and Photoshop CS files imported into InDesign will also be accepted. Microsoft Publisher, Word, Pagemaker, Excel, Powerpoint files will NOT be accepted.
- All (screen and print) fonts must be collected, embedded or outlined.
- All supplied images to be 300dpi CMYK, .tif / .jpeg files. Please ensure all colours are CMYK and not RGB. Spot colours must separate in CMYK. Metallic colours are not acceptable.
- Minimum type size (positive or reversed): 8 point.

Advertising Rates

Please note advertising rates excludes GST. Prices are NOT inclusive of design.

For all advertising requirements; please call Annette Weatherstone on 0428 844 937 or email salesrl@newsleader.com.au

Cancellation Policy

A 10% surcharge applies to all advertising bookings that are canceled on or after the specified deadline date for all advertising material.

Graphic Design Services

Adverts placed in the Herefords Australia magazine can be designed for you @ $100 per advert

For all Graphic Design requirements; please call Anna Hamilton on 0429 505 697 or email adminrl@newsleader.com.au

Preliminary content – copy and images are due 12 working days before your ad material deadline. Proofs are provided if deadlines are met.

THE RURAL LEADER

HEREFORDS Australia

Advertising contact

Annette Weatherstone, Rural Leader

Sales Consultant
M: 0428 844 937
E: salesrl@newsleader.com.au
W: rural-leader.com.au

Coordintor/Design contact

Anna Hamilton, Rural Leader

M: 0429 505 697
E: adminrl@newsleader.com.au

Herefords Australia

16 Uralla Road
Armidale NSW 2350
Locked Bag 7 Armidale NSW 2350
T: (02) 6772 1399 | F: (02) 6772 1615
W: herefordsaustralia.com.au

Terms and conditions

Advertising accepted for publication in Herefords Australia Magazine is subject to the conditions set out in these Terms and Conditions.

Every advertisement is subject to the approval of Herefords Australia Limited. Herefords Australia Limited reserves the right to refuse to accept an advertisement for publication or withdraw or cancel an advertisement at any time and the advertiser shall have no claim against Herefords Australia Limited other than for the refund of any money paid by the advertiser if the advertisement is not published. Herefords Australia Limited otherwise excludes all liability (to the extent permitted by law) including for consequential loss, whether due to negligence or otherwise.

The word "advertisement" may be used to identify advertising material that in the opinion of Herefords Australia Limited resembles editorial matter.

The advertiser warrants to Herefords Australia Limited that any advertisement that is accepted for publication contains information that is true and correct in all respects, is in no way misleading or deceptive such that it may contravene section 52 of the Trade Practices Act 1974 or any other provision of any law of a State and the Commonwealth, and is otherwise lawful.

Herefords Australia Limited and its agents accept no responsibility for any error when instructions or copy have been taken over the telephone unless Herefords Australia Limited or its agents receive written confirmation of the instructions or replacement copy before the normal copy deadline. It is the responsibility of the advertiser or agent to notify Herefords Australia Limited or Hyde Media of any error immediately it appears. Unless notified, Herefords Australia Limited and Hyde Media accept no responsibility for any error.

Advertisers and advertising agencies lodging material for publication in Herefords Australia Magazine indemnify Herefords Australia Limited, its directors, employees and its agents, including Hyde Media Pty Ltd, against all claims and any other liability whatsoever wholly or partially arising from the publication of the material and, without limiting the generality of the foregoing, indemnify each of them in relation to defamation, infringement of copyright, infringement of trademarks or names of publication titles, unfair competition, breach of trade practices and fair trading legislation, violation of rights of privacy, confidential information, licenses or royalty rights and any and all other intellectual property rights, and warrant that the material complies with all relevant laws and regulations.