

Australasian BioTechnology e-journal Advertising Rates 2010

In 2010, the *Australasian BioTechnology* e-journal will be delivered electronically to over 3,000 biotech companies and affiliated organisations throughout Australia and internationally.

The e-journal will be sent to sector brokers and analysts and will continue to deliver a sharp industry focus and news of national significance and global interest for biotech leaders and key stakeholders.

Publication Dates 2010

Issue	Advertising Booking Deadline	Artwork Deadline	Publication Date
March 10	March 8	March 15*	March 30
July 10	June 9	June 16*	July 1
September 10	August 28	September 5*	September 20
December 10	November 13	November 20*	December 5

*Please note, a 50% cancellation fee will be charged if advertisements are cancelled after the artwork deadline dates.

Rates

	Cost per Advert
Double page spread	\$2,700
Full page	\$1,850
Half page (Horizontal or Vertical)	\$1,250
Inside Front Cover	\$2,420
1/2 Page Advertorial	\$1,400
Video or Flash Insert	Price on Request

All prices shown are exclusive of GST

AusBiotech members get 10% off published rates.

Advertising Size

Advert Size	Trim Size	Bleed Size	Image Size
Double Page (with gutter bleed)	297 x 420mm	305 x 428mm	268 x 387mm
Full page	297 x 210mm	305 x 218mm	268 x 180mm
Half page (horizontal)	149 x 210mm	157 x 218mm	130 x 180mm
Half page (vertical)	297 x 103mm	305 x 111mm	268 x 89mm

Advertorial = 1/2 page column (200 words) + logo + contact details.

Artwork Specifications

All ready-made artwork should be supplied in the correct size and with bleed and CMYK files supplied in a high resolution (300dpi) PDF format (please make sure all fonts are embedded and/or outlined).

All responsibility for correct artwork and colour reproduction remains with the advertiser. Artwork can be sent via email or via post on a CD to Digital Image.

If you would like us to produce artwork on your behalf, have any questions or seek information, please call Andrew Jackson at Digital Image.

Contacts:

Lorraine Chiroiu, Editor – AusBiotech

Level 1, 322 Glenferrie Road
Malvern VIC 3144

Telephone: (03) 9828 1414

Facsimile: (03) 9824 5188

Email: lchiroiu@ausbiotech.org

Advertising and magazine enquiries:

Andrew Jackson – Digital Image

Level 2, 9 Inkerman Street
St Kilda VIC 3182

Telephone: (03) 9537 0588

Facsimile: (03) 9537 0577

Email: andrew@digital-image.com.au