



2024 Red Angus Society Australia Annual Magazine Advertising Packages

NOW OPEN

Don't miss out on the opportunity to elevate your business or brand in the highly anticipated 2024 Red Angus Society Australia Annual Magazine. This publication captures the Red Angus breed with enthralling articles and insights from breeders and enthusiasts, this publication is sort after by all Red Angus breeders and industry enthusiasts.

The Red Angus magazine has become a prestigious publication and promotional tool for the Red Angus breed and our members. With the great support from members, the magazine can continue to showcase the breed nationally and internationally through a fantastic publication.

2024 is going to be an exceptionally beneficial year to join the magazine's advertising schedule as the society will be attending many major events and field days throughout the 2024 calendar year, including Rockhampton Beef Week. By advertising in the magazine, your message will be on display at these nationally recognised events solidifying your brand or business's presence and impact in the industry.

Bookings Due:

27th October

Print Ready Adverts Due:

10th November

Packages (inc GST)

Full Page (297 x 210) Without Bleed (185mm wide x 277mm high) With Bleed 220mm wide x 307mm high artwork size (5mm bleed) 210mm wide x 297mm high Trimmed Size	\$714
Half Page (Portrait) (105 x 297)	\$530.25
Half Page (Landscape) (148 x 210)	\$530.25
Third Page (Portrait) (85 x 185)	\$425.25
Third Page (Landscape) (175 x 90)	\$425.25
Quarter Page (130 x 90)	\$367.50
Sixth Page (85 x 90)	\$252
Members Listing (7 lines)	\$136.50

**Requests for right hand side full page adverts in the first quarter of the magazine will be charged a 5% premium booking*

**Requests for full cover adverts of the inside front cover, inside back cover and back cover will be charged a 20% premium booking*

Supplied Advert Requirements

- Please refer to attached 'Ad Temp Sizes' for dimensions, margins & bleed requirements
- Print ready artwork should be supplied by email to red.angus@abri.une.edu.au
- Do not reduce file size to fit as email attachment, FTP facilities are available for large file sizes, contact 02 6773 3022 for details
- High quality print PDF files are preferred
- Microsoft Publisher and Microsoft Word will NOT be accepted
- All (screen and print) fonts must be collected, embedded or outlined
- All supplied images to be 300dpi, images supplied in RGB will be converted to CMYK for print.
- Spot and Metallic colours will be converted to CMYK for print.
- Minimum type size (positive or reversed): 8 point.
- If in doubt, ask for clarification on requirements

Supplied Content for Advert Design

- All content should be supplied by email to red.angus@abri.une.edu.au
- Do not reduce file size to fit as email attachment, FTP facilities are available for large file sizes, contact 02 6773 3022 for details
- Images - to be 300dpi in raw format, images supplied in RGB will be converted to CMYK for print
- Logos – vector file format preferred (.eps, .ai, .pdf). High quality image files will also be accepted
- Please note that the 'including artwork' price includes 2 proofs only. Further proofs will incur an additional charge of \$85 per hour
- Complex vector artwork (eg. drawing maps and diagrams) will also incur an additional charge

Cancellation Policy

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

Terms and Conditions

Advertising accepted for publication in Red Angus Annual Magazine is subject to the conditions set out in these Terms and Conditions.

It is the responsibility of the advertiser to ensure all material supplied designed and print ready meets the required specifications stated above. The society accepts no responsibility nor guarantees the size, clarity or printed reproduction of artwork that is supplied designed and print ready.

Every advertisement is subject to the approval of the society. The society 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 the society other than for the refund of any money paid by the advertiser if the advertisement is not published. The society otherwise excludes all liability (to the extent permitted by law) including for consequential loss, whether due to negligence or otherwise.

Advertising Booking Form

Member ID (if applicable): _____

Business Name: _____

Contact Name: _____

Address: _____

Phone: _____ Email: _____

Advertisement Package: _____ Signature: _____

Special Requirements e.g double spread ect.:

If you wish to book an advertisement by email, simply write the size of the advertisement that you require in the email message and return it to the Red Angus Society email address red.angus@abri.une.edu.au. An email will be taken as acceptance of the advertising rates and booking.

**Special requests will be catered for on the basis of the booking. Members booking early will be looked at first in regard to special requests.*

Calendar of Events for 2024

Please complete the form below to ensure the details of your event for the following calendar year is displayed accurately on the website and other Red Angus material. If the details of your event changes, please inform the office as soon as you can.

Herd ID: _____

Event name:

Event venue:

Event date/time:

Event contact details

Name:

Mobile: _____ Email: _____

Website: _____

Please return printed copy to the Red Angus Society at c/- ABRI, UNE, Armidale, NSW, 2350 or digital copy to red.angus@abri.une.edu.au.