



Magazine Media Pack 2010/11

Join your mates

Australian & New Zealand Association
69A Boat Quay, Singapore 049857
Phone: 6438 4373 Fax: 6438 2158 Email: katie@anza.org.sg or donna@anza.org.sg



ABOUT ANZA

The Australian and New Zealand Association (ANZA) was founded in 1948. The Association provides networking, social, sporting and cultural opportunities for Australian, New Zealand and other expatriates in Singapore as well as Singaporeans. ANZA has a membership base in excess of 7000 expatriates from varied nationalities.

DISTRIBUTION

- ANZA magazine is published 11 times a year.
- In addition to our members, the magazine is delivered to High Commissions, relocation companies and international schools.
- All advertisers receive one copy per placement of advertisement in the mail.
- Additional copies of the magazine may be requested at a cost of \$5 each.

READERSHIP

Nationality: Australia 48%, United Kingdom 17%, New Zealand 9%, USA 4%, French 4%, Dutch 3% and other nationalities 18%.
Age: 21-30 years 4%, 31-40 years 39%, 41-50 years 42%, 51+ years 12%.

MAKING A BOOKING

Please fill in the booking form from this pack and fax it to the ANZA office on 6735 9695 by the 1st of the month prior to publication.

- Please note that all rates include GST.
- ANZA rates do not include Advertising Agency commissions.

DISCOUNTS

- **10%** - for prepayment of block booking 6-10 issues.
- **20%** - for prepayment of block booking 11 issues.
- No discounts for ads smaller than 1/6 page size.

MEMBER DISCOUNTS

- Two free classified ads per year for personal use only - not for use by registered companies.

BOOKING DEADLINE

- **1st** of the preceding month in which the advertisement needs to appear.

MATERIAL DEADLINE

- **10th** of the preceding month in which the advertisement needs to appear.
- The advertiser is responsible for providing new artwork before the material deadline:
- In the absence of new artwork the publisher reserves the right to use existing artwork.
- ANZA will charge an additional 20% for graphic design work.

CANCELLATIONS

- Cancellations must be made in writing, by the material deadline to the editor.
- If cancellation is received after the material deadline, full charges will be incurred.
- ANZA reserves the right to withdraw advertising from a publication if payment terms are not met.

HOW DO I PAY?

- On receipt of the invoice please pay by cheque made payable to 'ANZA' or bank transfer. Credit card payment incurs an additional 3% charge.
 - Full payment must be made 14 days from date of invoice.
 - Overseas advertisers may deposit money directly into our account, please contact us for the details.
- Note: Advertiser must pay any bank transfer fees.

FLYERS

- ANZA Magazine can accommodate a maximum of four flyers per issue.
- Qty: 2200
- Please email a softcopy of the flyer artwork to editor@anza.org.sg
- Printed flyers are required to be delivered direct to the printer by the 15th of the month prior.

Please deliver to:

Shirley Tan/Shirley Yeo
Ho Printing
31 Changi South Street 1, Changi South Industrial Estate, Singapore 486769
Phone: 6542 9322

SPONSORSHIP

- Please contact Katie Marsden or Donna Harding on 6438 4373 or email katie@anza.org.sg, donna@anza.org.sg

OFFICE HOURS

- Monday to Friday 10am-3pm.
- The office closes briefly during Christmas.



MAGAZINE ADVERTISING MATERIAL REQUIREMENTS

- ANZA Magazine **ONLY** accepts digital artwork.
- Suppliers are responsible for checking the quality of their files before submission to ANZA Magazine.

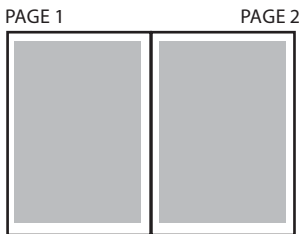
File preparation guidelines:

- Soft copy files with extensions of pdf, tif format with at least 300dpi / 1MG Minimum.
- PDF Files are **ONLY** to be created in Adobe Acrobat Distiller.
- Fonts must be embedded in the PDF File and the PDF file must be provided in CMYK format.
- ANZA cannot take responsibility for accurate reproduction on advertisements that have fonts which have been artificially stylised.
- Images and graphics must be saved as TIFF or PSD and be in CMYK or Grayscale mode only and should be 300dpi. Anything below 240dpi is not recommended.
- Colours must be saved in process CMYK breakdown. RGB or LAB colour mode will be rejected.
- Special arrangements need to be made with our printer if the advertisement has a 5th/spot colour. This will incur an extra fee. Please contact katie@anza.org.sg if this arises at time of booking.

TECHNICAL SPECIFICATIONS

- **Magazine trim size:** 297mm (height) x 210mm (width).
- **Screen Line:** 150
- **Full page bleed:** 5mm
- **Classifieds:** Please send up to 50 words in a 'Word' document as an attachment.
- **Specifications:** All sizes are listed in height(h) followed by width(w).

DOUBLE PAGE SPREAD RATE

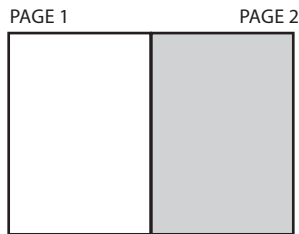


Specifications:

For each page:

bleed 307mm(h) x 220mm(w)
trim 297mm(h) x 210mm(w)
type 262mm(h) x 181mm(w)

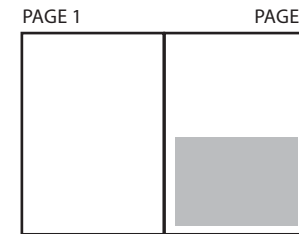
FULL PAGE AD



Specifications:

bleed 307mm(h) x 220mm(w)
trim 297mm(h) x 210mm(w)
type 262mm(h) x 181mm(w)

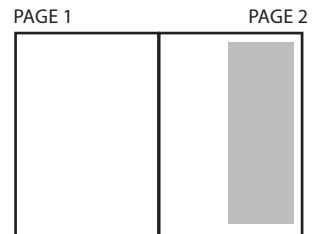
HALF PAGE HORIZONTAL AD



Specifications:

trim 129mm(h) x 181mm(w)

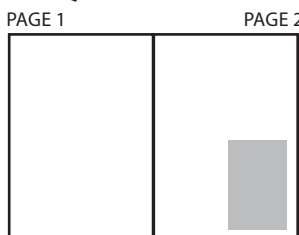
HALF PAGE VERTICAL AD



Specifications:

trim 262mm(h) x 88mm(w)

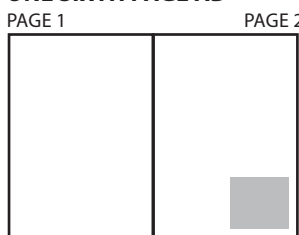
ONE QUARTER PAGE AD



Specifications:

trim 129mm(h) x 88mm(w)

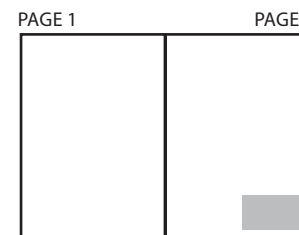
ONE SIXTH PAGE AD



Specifications:

trim 75mm(h) x 88mm(w)

ONE TENTH PAGE AD



Specifications:

trim 50mm(h) x 88mm(w)



Booking Form 2010/11

Join your mates

Australian & New Zealand Association

69A Boat Quay, Singapore 049857

Phone: 6438 4373 Fax: 6438 2158 Email: katie@anza.org.sg or donna@anza.org.sg

OFFICE USE ONLY

Date booking received: _____

Invoice # _____

Amount: _____

Date: _____

ANZA: _____

2010/2011 MAGAZINE ADVERTISING BOOKING FORM

Trading name: _____

Billing name: _____

Billing address: _____

_____ Postcode _____

Contact name: _____

Title: _____

Phone: _____ Fax: _____ Handphone: _____

Email: _____

- Price includes GST

Please tick	Rate	July 2010	Aug 2010	Sept 2010	Oct 2010	Nov 2010	Dec 2010	Rate	Jan/Feb 2011	Mar 2011	Apr 2011	May 2011	June 2011
Outside back cover	\$1390	Please call the ANZA office for information on availability in 2010						\$1500	Please call the ANZA office for information on availability in 2011				
Inside front cover	\$1285							\$1400					
Inside back cover	\$1020							\$1200					
Double page spread	\$1950							\$2200					
Full page (run of book)	\$1020							\$1100					
Half page vertical	\$590							\$640					
Half page horizontal	\$590							\$640					
One quarter page	\$355							\$385					
One sixth page	\$295							\$320					
One tenth page	\$178							\$192					
Classifieds	\$55							\$55					
Flyer	\$535							\$580					

BOOK DEADLINE

All bookings must be made by the **1st** of the month prior.

MATERIAL DEADLINE

All material must be submitted to the ANZA Office by the **10th** of the month prior.

PAYMENT TERMS

- Full payment must be made within **14 days** from date of invoice for guaranteed inclusion.
- For information on overseas payments please contact the ANZA office.
- All payments to be made in Singapore dollars and cheques made payable to "ANZA".
- Credit card incurs an additional 3% charge.

● I have read and agree with the conditions outlined in the ANZA Advertising Pack.

● I will notify ANZA of any cancellations or changes, in writing, before the 1st of the month prior.

Single Bookings: I will pay monthly for my booking under ANZA Magazine payment terms and conditions.

Block Bookings of 6-10: I wish to prepay my block booking to receive a **10% discount**.

Block Bookings of 11: I wish to prepay my block booking to receive a **20% discount**.

Master Card Visa Card number Expiry Date: _____

Name of card holder: _____

Signature: _____ Date: _____

Please remember to sign