



ADVERTISING SCHEDULE - AGENT

The Institute's magazine AGENT is published bi-monthly in February, April, June, August, October and December. Advertising space in the AGENT is very affordable:

| Location | Sizing | Member Rate | Non Member Rate |
|--------------------------------|--|---------------|-----------------|
| Centre double pages | 420mm wide x 280mm high Bleed = 430mm wide x 290mm high | \$1,059.35 | \$1495.50 |
| Full page - Back Cover | 210mm wide x 280mm high Bleed = 220mm wide x 290mm high | \$685.45 | \$990.85 |
| Full page | 210mm wide x 280mm high Bleed = 220mm wide x 290mm high | \$592.25 | \$903.30 |
| Full Page – Inside Front Cover | 210mm wide x 280mm high Bleed = 220mm wide x 290mm high | \$685.45 | \$990.85 |
| ½ page - Inside Front Cover | Horizontal 190mm wide x 125mm high | \$412.00 | \$573.70 |
| ½ page | Horizontal 190mm wide x 125mm high | \$390.70 | \$548.45 |
| ¼ page | 90mm wide x 125mm high | \$274.00 | \$343.00 |
| ¼ page streamer | 190mm wide x 65mm high | \$274.00 | \$343.00 |
| Classified ad - large | 60mm wide x 75 mm high | \$102.00 | \$124.60 |
| Classified ad - medium | 60mm wide x 50 mm high | \$68.00 | \$90.65 |
| Classified ad - small | 60mm wide x 25 mm high | \$37.00 | \$56.65 |
| Inserts to magazine | | \$373.90 | \$623.15 |
| | | GST inclusive | |

Important:

- A confirmation email will be sent to you once we have received your booking.
- A tax invoice will be issued at the publication date.
- The Institute can assist you to design your advertisement at very reasonable rates.
- Requested positions within the magazine carry a 10% loading.
- Half page ads may be stacked on top of each other.
- The Institute of Mercantile Agents Ltd reserves the right to refuse advertising.

Technical requirements:

Advertisements for inclusion in the AGENT should be prepared in publishing standard software such as InDesign or Photoshop as software such as Word, PowerPoint & Publisher do not support colour separation for commercial printing.

Advertising files can be transferred in print-ready pdf format but any photographs or images must be included in the file in embedded high quality format.

Advertising deadlines:

Advertising for editions of the AGENT close at 5.00pm EST on the 12th day of the month preceding the publication date. All enquiries and requirements should be directed to the National Office.

| | |
|--------------------------|--------------------|
| NATIONAL OFFICE | |
| Ph: 02 4927 0477 | PO BOX 233 |
| Fax: 02 4927 0677 | WARATAH |
| Email: admin@imal.com.au | NSW 2298 |
| www.imal.com.au | ABN 94 000 514 483 |





Advertising Booking Form

AGENT Advertising

Contact name _____

Company name _____

Address _____

Postcode _____

Phone _____ Mobile _____ Fax _____

Email _____

Please book the following advertising space:

| Please Book [✓] | Location | Sizing | Requested location (attracts loading) |
|-----------------|---------------------|--|---------------------------------------|
| | Centre double pages | 420mm wide x 280mm high Bleed = 434mm wide x 290mm high | |
| | Full page | 210mm wide x 280mm high Bleed = 220mm wide x 290mm high | |
| | ½ page | Horizontal 190mm wide x 125mm high | |
| | ¼ page | 90mm wide x 125mm high | |
| | ¼ page streamer | 190mm wide x 65mm high | |
| | Large classified | 60mm wide x 75 mm high | |
| | Medium classified | 60mm wide x 50 mm high | |
| | Small classified | 60mm wide x 25 mm high | |
| | Insert to magazine | | |

Please book the above advertising space in the following issues:

February April June August October December

Advertising copy in the correct size and file format is attached

I need assistance for the design of the advertisement – please contact me

I note:

- A confirmation email and invoice will be sent to me.
- Cheques are to be made out to Institute of Mercantile Agents Limited and mailed to the National Office.
- Half page ads may be stacked on top of each other.
- The Institute of Mercantile Agents Ltd reserves the right to refuse advertising.
- A 20% cancellation fee will apply if I for any reason decide to cancel my advertisement.

Name of person signing

Signature

NATIONAL OFFICE
 Ph: 02 4927 0477
 Fax: 02 4927 0677
 Email: admin@imal.com.au
 www.imal.com.au

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