

## 2010 NATIONAL Advertising Rates

COLOUR						
Dble Page	Full	Half	Third	Quarter	Sixth	Twelfth
\$1680	\$885	\$530	\$415	\$295	\$225	\$120
Back Cover		\$1060				
Inside Covers		\$980				

BLACK AND WHITE						
Full	Half	Third	Quarter	Sixth	Eighth	Twelfth
\$450	\$310	\$250	\$190	\$135	\$120	\$75
Business Cards		\$40 (Black & White)		\$65 (Colour)		

- 10% Loading for specified positions and to guarantee a right hand page
- All prices include GST and in \$AUD
- 10% discount for contract booking (6 issues) (Eighth or larger)
- Inserts: Please enquire for pricing on insertions and deadlines

## DEADLINE DATES 2010

### Booking Deadlines:

Issue	Deadline	Issue	Deadline
Feb/Mar	6 <sup>th</sup> January	Aug/Sept	25 <sup>th</sup> June
Apr/May	26 <sup>th</sup> February	Oct/Nov	25 <sup>th</sup> August
June/July	30 <sup>th</sup> April	Dec/Jan	28 <sup>th</sup> October

### Artwork Deadlines:

Issue	Deadline	Issue	Deadline
Feb/Mar	8 <sup>th</sup> January	Aug/Sept	1 <sup>st</sup> July
Apr/May	2 <sup>nd</sup> March	Oct/Nov	1 <sup>st</sup> September
June/July	4 <sup>th</sup> May	Dec/Jan	2 <sup>nd</sup> November

- **Pre-payment is required for all new/casual advertisers.**
- If material is not supplied by the Artwork deadline, the Publisher reserves the right to repeat the most recent material.
- Payment is required 14 days from publication date for all accounts advertisers.
- **Cancellations 5 days after the Artwork deadline will incur full costs.**

## Supplied Artwork Guidelines

Hoofbeats will accept supplied artwork as Press Optimised PDF, InDesign, Photoshop and Illustrator files.

Mac format is preferred and all fonts are to be included (in Mac format).

Colour images to be CMYK eps, Black & White images to be greyscale tiffs. All images must be 300dpi (logos and line-art to be 600-1200dpi).

While internal production processes may verify that supplied material is within specifications, the onus is firmly on the client/agency to supply material that meets Hoofbeats specifications.

Hoofbeats reserves the right to refuse any advertising material that does not meet our specifications.

Preference is for supplied material to be posted on a CD.

A colour proof should be supplied, however colour proofs are used as a guide only and cannot be used to accurately colour match due to the various production processes. Hoofbeats accepts no responsibility for artwork supplied contrary to specifications. While every effort is made for accuracy, slight variations in colour may occur between issues/magazines and cannot be controlled.

## Measurements

Magazine trim size: 210mm width x 280mm depth

Full page bleed: 220mm width x 290mm depth

Type area: 190mm width x 255mm depth

Email artwork to [ads@hoofbeats.com.au](mailto:ads@hoofbeats.com.au)

## Hoofbeats Artwork Services Guidelines

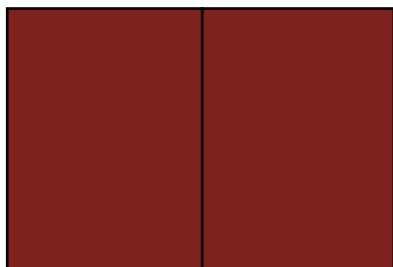
Hoofbeats can create your artwork for you at an affordable price. Once your advert is booked we will contact you to discuss your artwork requirements.

Images are to be scanned at a resolution of 300dpi (usually found in the 'settings or output' option of your scanner software), saved in jpeg format and emailed to us as an attachment. Images are to be sent as separate emails if each image is larger than 1Mb and NOT embedded in a Word document. (Alternatively, photos can be sent to us for scanning, please include a stamped, self-addressed envelope for photos to be returned). Images saved from the internet are not suitable for reproduction. Before sending any photos for publication, please ensure you have arranged copyright permission with the photographer.

Feel free to let us know any layout or colour preferences you may have and we will endeavour to re-create this for you.

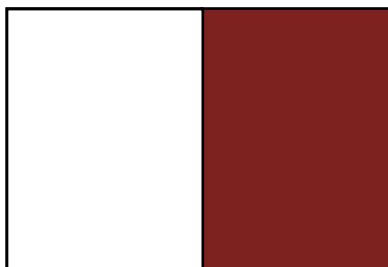


DOUBLE PAGE SPREAD



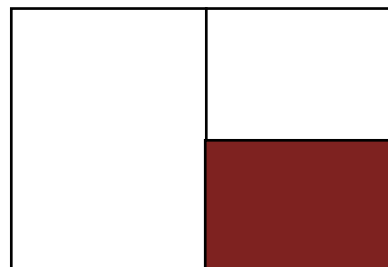
(with Bleed)  
430mm W x 290mm D

FULL PAGE



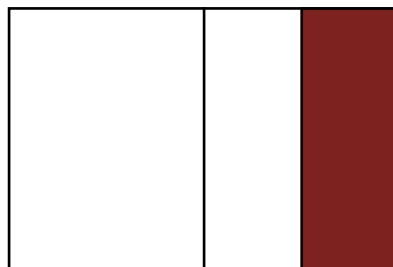
(Bleed) - 220mm W x 290mm D  
(No Bleed) - 190mm W x 255mm D

HALF PAGE HORIZONTAL



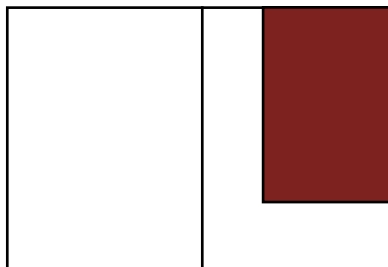
190mm W x 125mm D

HALF PAGE VERTICAL



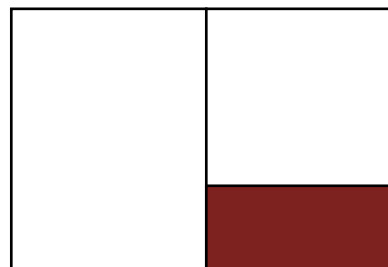
90mm W x 255mm D

HALF PAGE SQUARE



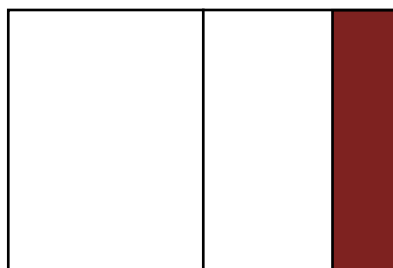
125mm W x 190mm D

THIRD PAGE HORIZONTAL



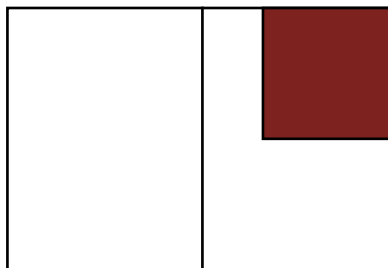
190mm W x 80mm D

THIRD PAGE VERTICAL



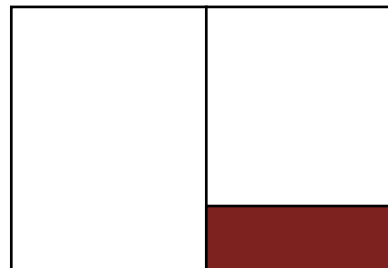
60mm W x 255mm D

THIRD PAGE SQUARE



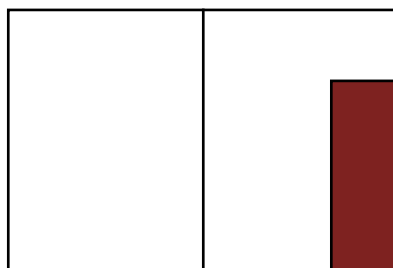
125mm W x 125mm D

QUARTER PAGE HORIZONTAL



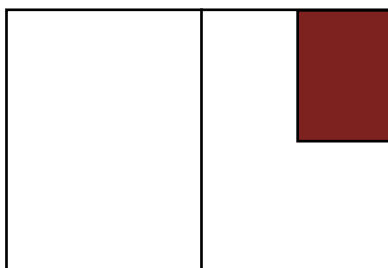
190mm W x 60mm D

QUARTER PAGE VERTICAL



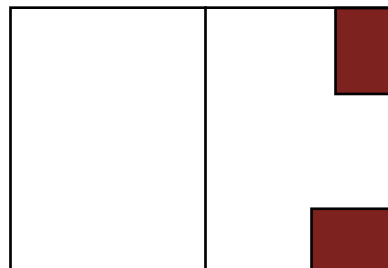
60mm W x 190mm D

QUARTER PAGE SQUARE



90mm W x 125mm D

SIXTH PAGE  
HORIZONTAL / VERTICAL



H - 60mm W x 125mm D  
V - 125mm W x 60mm D

**Also available - 12th Page:** 60mm W x 60mm D

**Business Cards:** 58mm W x 34mm D

Hoofbeat Publications

For more information please contact our Advertising Manager - Tracy Weaver on: (08) 9397 0506

Fax: (08) 9397 0200 Email: [ads@hoofbeats.com.au](mailto:ads@hoofbeats.com.au) Web: [www.hoofbeats.com.au](http://www.hoofbeats.com.au), 90 Leslie Rd, WANDI, WA 6167