



Precision Ag News

SPAA PO Box 83 Strathalbyn SA 5255

www.spaa.com.au

Advertising Rate Card

Published by the Precision Agriculture Association (SPAA), Precision Ag News is a national magazine mailed directly to more than 1,000 farmers, researchers and agricultural advisers across Australia involved in horticulture, agriculture and viticulture.

Precision Ag News is the only magazine of its kind published in Australia and provides the most effective national medium for advertisers seeking to reach this important audience.

SPAA is a non-profit and independent group. Our mission is to facilitate research, extension and the adoption of precision agriculture (PA) in Australia.

The association aims to be the leading advocate for PA in Australia and through the adoption of PA improve the profitability and sustainability of Australian agriculture.

PA management offers many Australian farmers the potential for a quantum increase in their production efficiency.

Precision Ag News aims to inform farmers across Australia involved in all agricultural industries about Precision Ag products and practices, research results, new initiatives and events.

The magazine is also available online.

Visit www.spaa.com.au for more details.





Precision Ag News

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Advertising contacts

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Advertising Rates

Effective 1 January 2010 (exclusive of GST)

	<i>Casual</i>	<i>2X</i>	<i>3X</i>
Full Page	\$1550	\$1473	\$1395
Half Page	\$930	\$884	\$837
Third Page	\$620	\$589	\$558
Quarter Page	\$512	\$486	\$460

Preferred positions loading

Inside front cover	20%	Inserts: Details supplied on request
Outside back cover	20%	
Inside back cover	15%	
Inner specified	10%	

Booking and materials deadlines

<i>Publication Dates</i>	<i>Booking</i>	<i>Material</i>	<i>Distribution</i>
Autumn 2010	29 January	15 February	15 March
Winter 2010	29 May	15 June	15 July
Spring 2010	29 September	15 October	15 November

Specifications

<i>Advert (mm)</i>	<i>Trim size</i>	<i>Bleed Size</i>	<i>Type area</i>
Full page	297d x 210w	303d x 216w	260d x 180w
Half page	148d x 210w	151d x 216w	128d x 180w
Quarter page	90d x 120w		

The above rates are for space only and assume print-ready artwork is supplied to the specifications listed.

The general resolution should be 2400dpi and scans no less than 300dpi.

SPAA Precision Ag News will only accept print-ready PDF files in CMYK.

All fonts must be embedded.

All images to be supplied as 300dpi CMYK jpeg, TIFF or EPS files.

Spot colours must separate in CMYK and metallic colours are unacceptable.

Minimum type size 6 point. For full-colour reverse type, minimum type size 7 point.

Artwork under 5MB may be supplied via email to info@spaa.com.au

Artwork over 5MB to be supplied on CD to: SPAA, PO Box 83, Strathalbyn SA 5255.

Type area is constrained to the margins of the magazine content layout.

www.spaa.com.au

Terms and Conditions

Advertising accepted for publication in Precision Ag News is subject to the conditions set in these terms and conditions.

Every advertisement is subject to the approval of SPAA's Editorial committee, SPAA 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 SPAA other than for the refund of any money paid by the advertiser if the advertisement is not published. SPAA otherwise excludes all liability (to the extent permitted by law) including for consequential loss, whether due to negligence or otherwise. The word "advertisement" may be used to identify advertising material that in the opinion of SPAA resembles editorial matter. The advertiser warrants to SPAA that any advertisement that is accepted for publication contains information that is true and correct in all respects, is in no way misleading or deceptive such that it may contravene section 52 of the Trade Practices Act 1974 or any other provision of any law of a State and the Commonwealth, and is otherwise lawful.

SPAA and its agents accept no responsibility for Any error when instructions or copy have been taken over the telephone unless SPAA or its agents receive written confirmation of the instructions or replacement copy before the normal copy deadlines. It is the responsibility of the advertiser or agent to notify SPAA of Hyde Media of any error immediately it appears. Unless notified, SPAA and Hyde Media accept no responsibility for any recurring error. Advertisers and advertising agents lodging material for publication Precision Ag News indemnify SPAA, its committee members, employees and agents, including Hyde Media, against all claims and other liabilities whatsoever wholly or partially arising from the publication of the material and, without limiting the generality of the foregoing, indemnify each of them in relation to defamation, infringement of trademarks or names of publication titles, unfair competition, breach of trade practices and fair trading legislation, violation of rights of privacy, confidential information, licences or royalty rights and any and all other intellectual property right, and warrants that the material complies with all relevant laws and regulations.