



Advertising 2011

Rates

Front Page (HTML and PDF)	
Left Column Small	\$ 770
Left Column Large	\$ 990
Right Column Small	\$ 770
Right Column Large	\$ 990

Front page rates include costs for both PDF Newsletter and HTML Email as a package. Adspace is limited to two ads per front page per issue

Inside page rate is for PDF Newsletter only.

Inside Page (PDF only)	
Left Column Small	\$ 440
Left Column Large	\$ 660
Right Column Small	\$ 440
Right Column Large	\$ 660

All advertising is subject to scrutiny by Australian Marketing Institute to ensure relevance for its membership.

Marketing Update is distributed bi-monthly (six (6) times per year).

Left Column Small

PDF Newsletter

size: w 100mm x h 30mm
resolution: 300dpi

HTML Email

size: w 400px x h 120px
resolution: 72dpi

Left Column Large

PDF Newsletter

size: w 100mm x h 50mm
resolution: 300dpi

HTML Email

size: w 400px x h 200px
resolution: 72dpi

Material Requirements

All creative must be supplied with a url

PDF Newsletter

High resolution pdf of 300dpi

HTML Email

No animation.

Screen resolution jpg or gif of 72dpi

Contact

Courtney Grigor

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Right Column Small

PDF Newsletter

size: w 60mm x h 50mm
resolution: 300dpi

HTML Email

size: w 240px x h 200px
resolution: 72dpi

Right Column Large

PDF Newsletter

size: w 60mm x h 80mm
resolution: 300dpi

HTML Email

size: w 240px x h 320px
resolution: 72dpi