

subTropical Gardening – Quarterly magazine released every 3 months.

Rates current as of 1st November 2009

All rates below include GST. Rates valid until 30th December 2010.

Further discounts exist for prepaid multiple advertisers (from 15% to 45%).

For further information email: info@stgmagazine.com.au

Contact the Design and Layout Manager for full specifications of advertisement dimensions (refer to p. 4) or email: graphics@stgmagazine.com.au

Issue	Bookings and Artwork	On Sale	Note:
#18	Monday 14 th December 2009	Wed 3 rd February 2010	Cancellation deadline is two weeks prior to Bookings deadline. Bookings made after 'Cancellation' date are deemed non-cancellable. Dates may be subject to change at the discretion of the Editor.
#19	Monday 5 th April 2010	Wed 5 th May 2010	
#20	Monday 7 th June 2010	Wed 4 th August 2010	
#21	Monday 4 th October 2010	Wed 3 rd November 2010	
#22	Monday 13 th December 2010	Wed 2 nd February 2011	
#23	Monday 6 th April 2011	Wed 4 th May 2011	
#24	Monday 8 th June 2011	Wed 3 rd August 2011	
#25	Monday 5 th October 2011	Wed 2 nd November 2011	

GENERAL ADVERTISING (+ free online website directory listing)				
Advert Specs	Casual	2 Issues (10% Discount)	4 Issues (20% Discount)	8 Issues (30% Discount)
Double page spread	3,500	3,150	2,800	2,450
Full page	2,000	1,800	1,600	1,400
Inside front cover	2,500	2,250	2,000	1,750
Inside back cover	2,500	2,250	2,000	1,750
Outside back cover	2,700	2,430	2,160	1,890
Half page	1,100	990	880	770
Third page	990	891	792	693
Quarter page	880	792	704	616

SOURCE GUIDE ADVERTISING				
Advert Specs	Casual	2 Issues (10% Discount)	4 Issues (20% Discount)	8 Issues (30% Discount)
Half page	880.00	792.00	660.00	616.00
Quarter (1/4) page	500.00	450.00	375.00	350.00
Eighth (1/8) page	275.00	247.50	206.25	192.50
Twelfth (1/12) page	220.00	198.00	165.00	154.00

SOURCE GUIDE CLASSIFIEDS	
Text listing per line: \$5.50 black text only. Minimum listing charge: 4 lines listing at \$22.00 x 2 issues = \$44.00)	
Bolding offered for free on first line. Additional bolding at \$1.10 per word.	

INSERT RATES (Insert specifications available on application)					
National Distribution. Prices rate per 1,000 inserts. (Minimum 10,000 inserts)					
1-2 pages	4 pages	6 pages	8 pages	12 pages	16 pages
\$88	\$99	\$110	\$120	\$140	\$150

Advertising Specifications

Advertisements must be supplied on disk or via email before the publication deadline and should conform to the following specifications unless otherwise negotiated with the Editor*.

All artwork must be supplied print-ready i.e. a minimum of 300dpi resolution in either PDF, TIFF or JPG file formats.

Files may also be supplied as collected InDesign formats in addition to a print-ready format, but must contain all Links/Images and Fonts associated with the layout document.

All pre-formatted artwork should be submitted with an accurate colour proof for colour checking purposes.

All artwork is to contain a minimum 5mm bleed on all sides.

It is preferable to leave a minimum 3mm from the intended trim edge of document for all design elements including text.

*Advertising artwork that does not meet these specifications may incur further charges above those stated in the advertising rates schedule. Any alterations or re-design of artwork will result in an hourly charge per below.

Proofing Process

Positional digital PDF proofs will be emailed to you, for approval prior to publication. Colour proofs are available but involve an extra charge.

All proofs are indicative only of the final product in the publication with no guarantee of exact colours due to a potential difference in ink variation when printing.

Advertising Rates

Rates provided are for advertisements with approved artwork submitted to us pre-formatted.

Any changes or alterations to such artwork after submission will be at the expense of the advertiser. An hourly rate of \$88 inc GST will apply, chargeable in quarter hour units.

If you require any general assistance or wish to utilise our art department for the composition of your advertising, contact:

Mr. Shannan Kingwell – Design & Layout Manager

Mobile: 0405 470 913

Ph/Fax: 07 3294 8914

Email: graphics@stgmagazine.com.au

Refund Policy

Advertisements placed on or after 'Bookings & Content' date are not refundable.

Standard advertisements lodged for a single magazine that are cancelled by the 'Booking & Content' date are eligible for a refund minus \$55 Administration Fee. Any advertisements cancelled that involve graphic design work by Subtropicalia Media will be charged \$88, deducted from the refund.

Cancellation For Multiple Advertisements

If an advertiser fails to use the total space booked, it must pay Subtropicalia Media P/L the difference between the rate level ordered and the rate level used, plus a \$55 Cancellation Administration Fee.

All orders are subject to rate adjustments by Subtropicalia Media P/L during the period of the order.

Contact

All advertising enquiries should be directed to:

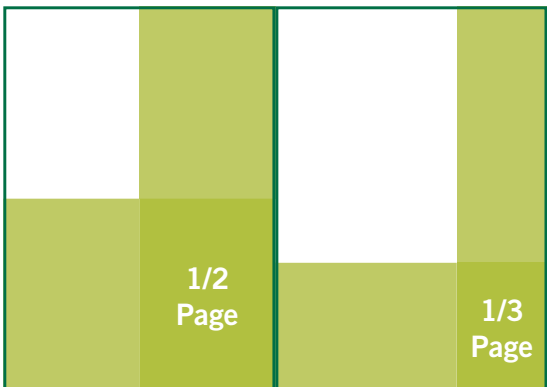
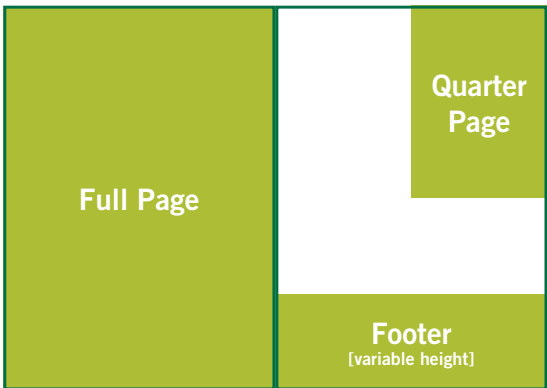
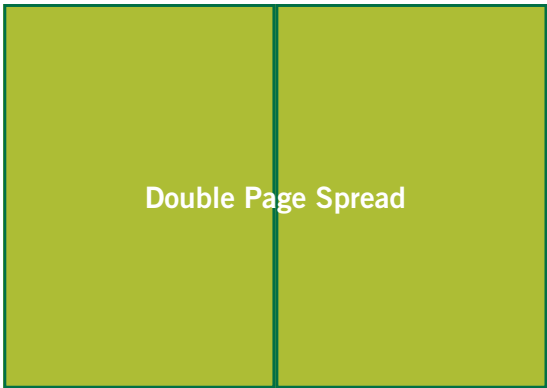
Mr Paul Plant – Editor

Mobile: 0437 184 828

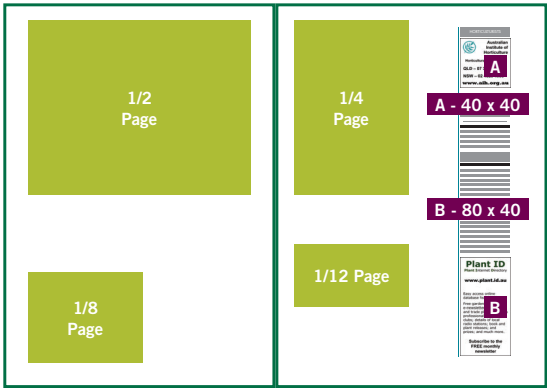
Ph/Fax: 07 3294 8914

Email: info@stgmagazine.com.au

General Advertising



Source Guide Advertising



Online Advertising

- Banner Ad Format – max width of 220 pixels and min height of 110 pixels
- Exposure online from \$330 per 3 months on www.stgmagazine.com.au

Dimensions	Supplied (Bleed Size) mm		Finished (Trim Size) mm	
General Advertising Ad Size	Width mm	Height mm	Width mm	Height mm
DOUBLE PAGE SPREAD	430	307	420	297
FULL PAGE	220	307	210	297
INSIDE FRONT COVER	220	307	210	297
INSIDE BACK COVER	220	307	210	297
OUTSIDE BACK COVER	220	307	210	297
HALF PAGE (vertical)	110	307	105	297
HALF PAGE (horizontal)	220	156	210	146
THIRD PAGE (vertical)	80	307	70	297
THIRD PAGE (horizontal)	220	109	210	99
QUARTER PAGE	110	156	105	146
Source Guide Advertising Ad Size	Width mm	Height mm	Width mm	Height mm
HALF PAGE	196	130	186	120
QUARTER PAGE	100	130	90	120
1/8 th PAGE (approx. Business Card size)	100	68	90	58
1/12 th PAGE	100	48	90	38

ONLINE ADVANTAGE



Online advertising is fast becoming one of the most important forms of advertising media.

By advertising on www.stgmagazine.com.au you can capitalise on the priority site and page ranking we have already obtained on the internet in our 5 years of existence online.

DID YOU KNOW?

Australia has an estimated population of 21,262,641. Internet users make up 17,033,826. That's 80% of the population! [Source: 2009, www.internetworldstats.com]

- Option 1[†]** Place a general advertisement in the magazine and receive a FREE online listing in our "Directory"
- Option 2[#]** Banner Ad Format (220 x 110 pixels) on all website pages for \$330 per 3 months – linked to your website
- Option 3[#]** Tower Ad Format (220 x 440 pixels) on all website pages for \$660 per 3 months – linked to your website

NB: Standard PNG, JPG, GIF or Flash file formats accepted.

[†] Unless supplied this will be a static image created automatically for you with a single hyperlink.

[#] May be created for you by our graphics department, please contact graphics@stgmagazine.com.au for a quote based on your requirements. Banner creation basic service: \$220.00

Terms & Conditions

1. Our Agreement with you

- 1.1 As a customer of Subtropicalia Media Pty Ltd these terms and condition form the basis of our agreement.
- 1.2 Our agreement with you also includes your booking confirmation request which you complete and provide to us. We may accept and reply on facsimile copy of the booking confirmation request as if it was an original. You will be bound by a facsimile copy of the application or order form as if it was an original.
- 1.3 Our agreement also includes our current rate card. Rate cards are available upon request or from: www.stgmagazine.com.au

2. Use of Service

- 2.1 You agree and warrant in relation to any material provided to us for use in any advertisement that:
 - (a) You are the owner of any copyright or other intellectual property in the material and/or you have all necessary licences to use any third party copyright or other intellectual property included or reproduced or adapted in your material;
 - (b) The material does not infringe any current state or federal statute or regulation or compulsory or voluntary industry code of conduct;
 - (c) The material shall not include any defamatory, libellous, indecent, offensive, threatening, false, disparaging or pornographic content;
 - (d) The material shall not promote or encourage piracy, plagiarism, counterfeiting, unfair competition or idea misappropriation.
- 2.2 You hereby indemnify Subtropicalia Media P/L and agree to keep it indemnified against any loss or damage (including legal costs as a client/own solicitor basis) for any breach by you or your servant or agents on Clause 2.1 hereof.
- 2.3 Subtropicalia Media P/L can refuse to publish any advertisement without explanation or redress.
- 2.4 You must provide your artwork before required date as indicated in the format and to the quality advised by us in the booking confirmation request. Failure to do so may result in the advertisement not being printed or not being printed in the position requested or may affect the quality of the advertisement.
- 2.5 You agree you are solely responsible for the quality and accuracy of any artwork provided by you.
- 2.6 Where we provide the service of provision for artwork layout design you agree that you are solely responsible for checking and approving the accuracy and/or quality of the artwork produced and agree that signing and returning our artwork approval form (including method via email) is conclusive evidence that you have approved any such artwork for publication. If you fail to approve any such artwork within 72 hours you agree that you are deemed to have approved such artwork and we will not be liable for any errors it may contain.
- 2.7 Subtropicalia Media P/L can place words such as 'advertisement' or 'advertising material' near any advertisement if Subtropicalia Media P/L consider that the advertisement resembles our publication(s) style, may be mistaken for editorial material, or appears to be endorsed by any other entity supporting the publication(s).

3 Charges and Payment

- 3.1 You agree during the term of this agreement:
 - (a) to be charged for the services we provide to you at our current prices from time to time;
 - (b) our fees are inclusive of GST which is being charged to you;
 - (c) to pre-pay our invoices prior to publication unless we have agreed to provide you with credit;
 - (d) to pay accounts on 14 days invoice for all those charges (including taxes) by the date specified in the account ('Due Date').
- 3.2 If you do not pay the account by the Due Date, then we may charge you an administration fee of \$15 per month or part therefore or 5% on the outstanding amount of the invoice and suspend all or part of our services pending payment of the outstanding amounts on the account. Nothing in this Clause affects our rights to terminate this agreement under Clause 6.

- 3.3 All accounts are to be paid to the value in Australian Dollars (AUD\$).
- 3.4 We may pass on the cost of merchant fees incurred from credit card payments.
- 3.5 Rejected cheques or invalid credit cards will be automatically charged back to the customer's account. A charge of \$15 is charged for dishonoured cheques while credit card backs will attract a fee as advised by your credit card provider.
- 3.6 If you wish to pay by credit card for regular advertisements you agree to:

- (a) Complete and return the appropriate authority form;
- (b) If a credit card is supplied for direct debit purposes, this is taken as permission for Subtropicalia Media P/L to bill the card for any monies owed. Should the credit card expire or should we be unable to gain authorisation, we may immediately withdrawn the provision of the services without notice. You are responsible for updating or advising Subtropicalia Media of any changes relating to card details.

- 3.7 You agree to comply with the Refund Policy that includes an administration charge and additional fees, available upon request or on www.stgmagazine.com.au

4 Amendment to Terms and Conditions

Without limiting Clause 3.1, we may vary, alter, replace or revoke any of these terms and condition effective upon the expiry of 14 days written notice from us. We may interpret your ongoing use of the service after that date as constituting your acceptance of any such variation, alteration, replacement or revocation of these terms and conditions.

5 Limit of Liability

- 5.1 We do not exclude or limit:
 - (a) The application of any provision of any statute (including the Trade Practices Act 1974) where to do so would contravene that state or cause any part of this Clause 5 to be void; or
 - (b) Direct losses and damages which arise only as a result of our gross negligence (which means where we commit an act or allow an omission to occur in reckless disregard of the consequences of that act or omission).
- 5.2 Except where Clause 5.1 applies, we exclude all statutory liability, tortious liability (including but not limited to liability in negligence), conditions and warranties implied by custom, the general law or statute, liability for all direct, economic, consequential or indirect losses, expenses, damages and costs incurred by you, arising out of or relating to the services provided by Subtropicalia Media P/L, any failure to supply change to or delay in supplying the services or out of or relating to the agreement, including, but not limited to, liability for gross negligence and except to the extent of Clause 5.1 (a), we are not responsible or liable for any indirect consequential or economic damages, including, without limitation, loss of income or profit or loss of actual potential business opportunities.
- 5.3 Our liability to you for any breach of any implied provision of this agreement (other than an implied warranty of title) is limited, at our option, to refunding the price of the service in respect of which the breach occurred, or to providing the services again.
- 5.4 We are not liable to you for any delay in or failure to provide the services which is caused by an event beyond our reasonable control.

6 Miscellaneous

- 6.1 This agreement shall be governed by and construed in accordance with the law of Queensland and the parties hereby submit to the non-exclusive jurisdiction of the courts of that state.
- 6.3 This agreement contain yours and our entire understanding to the exclusion of any and all prior or collateral agreement, representation or understanding relating to the service, whether oral or written.
- 6.4 If any part of this agreement is found to be invalid or of no force or effect, this agreement shall be construed as though such part had not been inserted and the remainder of this agreement shall retain its full force and effect.