

Guide to Australia's South West Capes (formerly Mapanews) Yr 08-09

EXISTING ADVERTISER – AMENDMENTS ONLY

BOOKING DEADLINES

Deadlines are approximate only & may vary according to printing schedules.

Edition

Booking &/or Artwork Deadline

1 July – 31 December

Fri 6 June 2008

1 January – 30 June

Fri 5 December 2008

Please tick appropriate edition for which you require amendments to be activated:

() JUL-DEC () JAN-JUN

Circle appropriate advertisement required: Annual advertising rates (inclusive of GST) for twelve months exposure from 1st July 2008 to 30th June 2009 are shown below. ***For new advertisers joining mid financial year or seasonal operators - pro rata fees apply***

Description	Size	Cost
ADVERTISEMENTS WITH EDITORIAL:		
<i>Maximum size of editorial space is 140mmx85mm(~200 words) and can include text, logo or image. All advertising options include full colour production in listed price. 15% surcharge applies for placement on inside front or back cover.</i>		
Standard Advertisement	90mm x 50mm	\$599 per annum
Double Advertisement	90mm x 100mm	\$999 per annum
Centre Map Header Advertisement	130mm x 20mm	\$925 per annum
Centre Map Standard Advertisement	50mm x 50mm	\$849 per annum
Centre Map Double Advertisement	100mm x 45mm	\$1,299 per annum
Quarter Page	90mm x 125mm	\$1,169 per annum
Third Page	180mm x 85mm	\$1,549 per annum
Half Page	180mm x 125mm or 90mm x 250mm	\$1,849 per annum
Full Page	180mm x 250mm	\$2,569 per annum
Half Back Page	180mm x 125mm	\$2,399 per annum
Back Page	180mm x 250mm	\$4,599 per annum
ADVERTISEMENT ONLY:		
Quick Reference Winery Guide Only		\$229 per annum
Dining or Winery Guide Only	90mm x 50mm	from \$429 per annum
Gallery or Attractions Guide Only	90mm x 50mm	from \$429 per annum
Accommodation Guide Only	90mm x 50mm	from \$429 per annum
Services Guide Only	90mm x 50mm	from \$429 per annum
Double Advertisement	90mm x 100mm	\$829 per annum
Quarter Page	90mm x 125mm	\$999 per annum
Third Page	180mm x 85mm	\$1,349 per annum
Half Page	180mm x 125mm or 90mm x 250mm	\$1,699 per annum
Full Page	180mm x 250mm	\$2,399 per annum

BUSINESS DETAILS

CONTACT PERSON: _____ BUSINESS NAME: _____

POSTAL ADDRESS: _____

PHONE: _____ FAX: _____

EMAIL: _____ WEBSITE: _____

SIGNATURE: _____ DATE: _____

ADVERTISING COPY

**Please make your amendments on this form or attachment for either:
(a) text amendments or (b) new image or (c) new logo**

Please provide **Text Amendments** as an attachment to this booking form, or preferably, text can be emailed to info@mapanews.com.au.

If a **New Image or Logo** is required, please confirm delivery details as per below:

- email to info@mapanews.com.au in high resolution jpeg PC format.
 - to be provided by Graphic Designer
- If so, please provide contact person, business name and phone number:

- _____
- photograph or transparency enclosed for scanning (additional costs may apply)
 - provided on enclosed disc/CD
 - delivery of image to be confirmed at a later date.

For **artwork provided by your own graphic designer**, this can be emailed in CMYK TIF PC format to: info@mapanews.com.au. Artwork files greater than 5MB can be emailed in PDF format or provided on disk. It is advisable to also send a colour copy of your advert for reference purposes.

ARTWORK PROOF

Once you have completed the above, please advise the following in regards to your Advertisement:

- approved with minor amendments
- please make changes & provide new proof for final approval

RETURN BOOKING FORM TO: E: info@mapanews.com.au or POST TO: P O BOX 545 BUSSELTON WA 6280