



AUSTA - Australian Strings Association

PO Box 187 East Brunswick Vic 3057

ABN: 72 010 228 789

National Advertising including Stringendo Journal

Company _____

Address for Invoicing _____

_____ State _____ Post Code _____

Contact Name _____

Phone _____ Mobile _____

Email _____

Are you an AUSTA Member? No Yes (Membership No. If known) _____

Please indicate the size and colour required:

- | | | |
|--|------------------------------------|---------------------------------|
| <input type="checkbox"/> Back Cover | <input type="checkbox"/> Mono | <input type="checkbox"/> Colour |
| <input type="checkbox"/> Inside Front Cover | <input type="checkbox"/> Mono | <input type="checkbox"/> Colour |
| <input type="checkbox"/> Inside Back Cover | <input type="checkbox"/> Mono | <input type="checkbox"/> Colour |
| <input type="checkbox"/> Centre Page Spread | <input type="checkbox"/> Mono | <input type="checkbox"/> Colour |
| <input type="checkbox"/> A4 | <input type="checkbox"/> Mono | <input type="checkbox"/> Colour |
| <input type="checkbox"/> Half Page (landscape) | <input type="checkbox"/> Mono | <input type="checkbox"/> Colour |
| <input type="checkbox"/> Half Page (portrait) | <input type="checkbox"/> Mono Only | |
| <input type="checkbox"/> Quarter Page (portrait) | <input type="checkbox"/> Mono Only | |
| <input type="checkbox"/> Full Column | <input type="checkbox"/> Mono Only | |
| <input type="checkbox"/> Half Column | <input type="checkbox"/> Mono Only | |

Advertising Add-On's

- Digital Advertising (email) - See conditions and rates on Advertising Rates Document
- Social Media - See conditions and rates on Advertising Rates Document

All enquiries and bookings to Emily Dittman

Advertising Manager

email: advertising@asta.asn.au

Bookings are now open for the October 2020 edition of Stringendo Journal.

Booking deadline is 17th July 2020.

Artwork deadline is 14th August 2020

Please email this completed form to Emily Dittman: advertising@asta.asn.au

PRICING

Please refer to 2020 Advertising Rate Document for current local and overseas advertising rates.

GUIDELINES FOR SUBMISSION

The following specifications will help your artist prepare your ad. We ask you to forward this copy to your artists, or you can arrange for AUSTA to have your advertisement designed on your behalf.

SIZE

It is important to follow size specifications for your advertisements.

Inside covers, full page and back cover is A4 with or without bleeds (Use 5mm)

Half page portrait – 190mm x 115mm wide

Half page landscape - 130mm x 175mm wide

Quarter page portrait - black and white 95mm x 115mm wide

Quarter page Landscape- black and white 65mm x 175mm wide

Full column 267mm x 55mm wide

Half column 130mm x 55mm wide

FORMAT

Preferred Electronic Formats: Indesign, Freehand or Illustrator files. PDF files are acceptable.

Please consult Louise Booth regarding files in alternative formats.

Some formats may attract additional fees.

Contact Louise: louise@bodal.com.au