



# 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"/> Quarter Page (portrait) | <input type="checkbox"/> Mono | <input type="checkbox"/> Colour |

### 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 Adele Gibson

Advertising Manager

email: [advertising@austa.asn.au](mailto:advertising@austa.asn.au)

### Bookings for the April 2023 edition of Stringendo Journal.

Booking deadline is 20th January 2023

Artwork deadline is 20th February 2023

### Bookings for the October 2023 edition:

Booking deadline is 14th July 2023

Artwork deadline is 14th August 2023

Please email this completed form to Adele Gibson: [advertising@austa.asn.au](mailto:advertising@austa.asn.au)

## PRICING

Please refer to 2023 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](mailto:louise@bodal.com.au)