

# The <sup>Gippsland</sup> Anglican

Published in Gippsland Diocese since 1904

*The Gippsland Anglican* is a 24-page colour magazine published monthly except for January and distributed to Anglican parishes across Gippsland.

## Advertising rates 2022–23 (excl. GST)

Dimensions	\$ B & W (Gippsland parishes 10% discount)	\$ Colour
60mmW × 60mmH (1 column)	90	110
125mmW × 60mmH (2 columns)	190	225
190mmW × 60mmH (3 columns)	285	345
Quarter page vertical: 92mmW × 130mmH	300	360
Quarter page horizontal: 190mmW × 80mmH	380	465
Half page contained: 190mmW × 130mmH	600	720
Half page bleed: Page size: 210mmW × 140mmH Art size: 216mmW × 143mmH (includes 3mm bleed at bottom and sides)	715	855
Full page: Page size: 210mmW × 297mmH Art size: 216mmW × 303mmH (includes 3mm bleed on all edges)	1200	1440
Website banner advert (728 px W × 90 px H)	1 month: 120 2 months: 180	
Print ad + online	Print cost + 60 for 1 month website banner	
Inserts and advertising features	Contact Editor for further details	

### **File formats for print artwork**

Advertisements are preferred as CMYK PDFs distilled using the PDF X-1 or 'press-ready' preset. All fonts and high-resolution images (300 dpi) should be embedded, and the file must include crop marks.

All page elements must be at least 3mm inside the trim, and colour bars and crop marks must be at least 6mm outside the trim.

Black text must be 100% black and not 4-colour black, to avoid registration issues.

Ink density must not exceed 280%.

### **Gippsland Anglican parishes only**

If you need *The Gippsland Anglican* to design your ad, send your text in Word, with any photos or graphics as separate JPEG or TIFF files. Simple designs and one colour background at no extra cost. Otherwise by negotiation. If we are providing design, we will send you a proof for approval.

### **Bookings and contacts**

Advertisement bookings are appreciated by the 8th of each month.

Artwork is due on the 12th of each month.

Magazines arrive in parishes in the first full week of each month.

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