

# DARWIN Welcomes Defence Personnel



**Distributed to:  
Robertson Army  
Barracks**

**Larrakeyah  
Barracks**

**HMAS  
Coonawarra**

**RAAF Base  
Darwin**

**RAAF Base Tindall**

and NOW distributed  
to all major  
News Agencies and  
Tourism Top End  
locations

# Media Kit

# DARWIN Welcomes Defence Personnel

## ATTRACT business by advertising in the Darwin Welcomes Defence Personnel Handbook 2011

- Full colour glossy magazine.
- Create goodwill for your business among the local defence community.
- Continuous exposure for 12 months.
- PLUS we produce your advertisement at no extra cost.
- Distribution on Base, News Agencies and Tourism QLD offices



Showcase Publications have been providing welcome handbooks for the Department of Defence, since 1988. Darwin Welcomes Defence Personnel Handbook doubles as both a welcome to the Base (facilities, responsibilities etc) as well as on a broader level for the Top End, and provides much needed information new personnel and their families need, in a glossy easy to read magazine style with a lifespan of twelve months continual distribution.

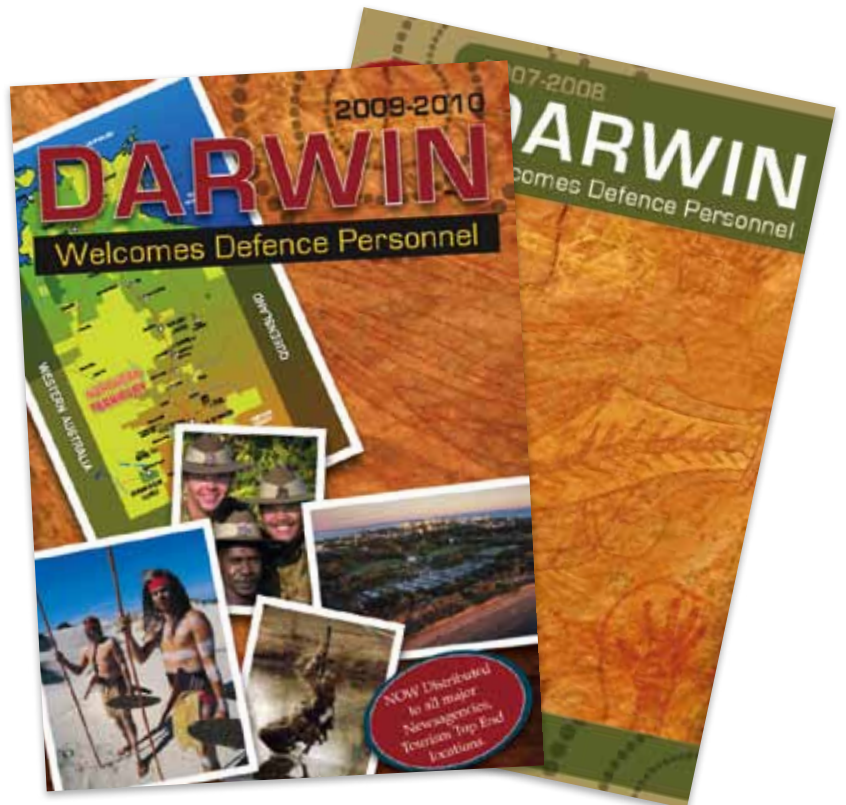
Within the handbook we're incorporating limited advertising, and whilst the handbooks are required for the end of year September/October we are reserving spaces as it assists our production department to know what spaces to leave and where.

Many local businesses offer discounts to military personnel in recognition of the important role they play, if you do, please indicate this, so we can make sure to highlight this in your advertisement.

We, like most publishers, prefer to receive completed artwork. If you don't have this, we have state-of-the-art production facilities to assist with the preparation of your advertising material.

You can attract business from the thousands of Defence personnel, their families and the contractors working on the Bases, by advertising in the handbook.

**For requirements and to secure your space call Peter James on (02) 9211 7422 or email him at [peterjohnjames@gmail.com](mailto:peterjohnjames@gmail.com)**



# DARWIN Welcomes Defence Personnel

## Advertising rates and material specifications

### DISK SPECIFICATIONS:

This Magazine is produced within a Macintosh DTP environment and so compatible formats are preferred (call our production department for assistance with PC conversions). Advertisers must supply the following: a copy of all fonts (printer and screen) used within their documents, and a laser proof of the documents.

### PROGRAMS:

**Fonts:** Only Adobe Postscript Type 1 fonts can be used – unless supplied as an outline in Adobe Illustrator.

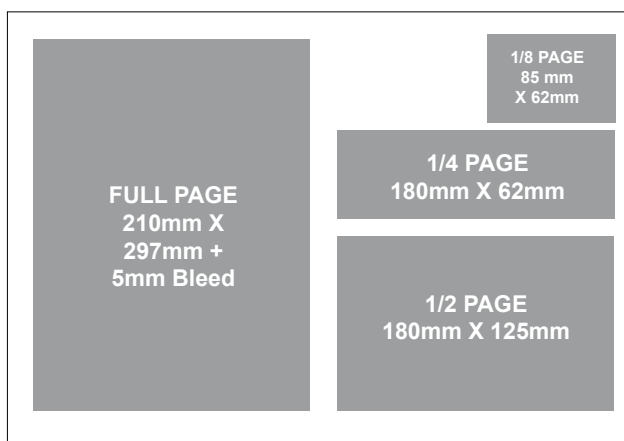
**PDF Files:** High-res pdf files please ensure CMYK format.

**QuarkXPress or Publisher:** Not accepted

**Adobe Illustrator:** Please outline fonts

**Adobe Photoshop:** Ensure the files are in CMYK Mode, NOT RGB. The resolution required is 300dpi at 100%. Please note: Ensure all images are included. If logos are to be scanned please supply bromide or clear copy (not photocopy or fax) with PMS colour breakdown.

**MATERIAL:** All material to be marked with COMPANY NAME and to be supplied on disk: CD/DVD and sent to Showcase Publications PO Box 665 Broadway Shopping Centre 2007 or email: [artwork@showpub.com.au](mailto:artwork@showpub.com.au) (Max. 5MB limit)



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ADVERTISEMENT SIZE	RATE	SIZE
Full Page	\$2,250	210mm X 297mm + 5mm Bleed
Half Page	\$1,390	180mm X 125mm
Quarter Page	\$850	180mm X 62mm
Eight Page	\$395	85mm x 62 mm
*Outside Back Cover	\$5,000	210mm X 297mm + 5mm Bleed
*Inside Front Cover	\$3,995	210mm X 297mm + 5mm Bleed
*Inside Back Cover	\$3,995	210mm X 297mm + 5mm Bleed

\*Special positions offered subject to availability and prior sale.  
\* Prices are not including GST