



# HMAS CERBERUS

Welcomes New Defence Personnel Handbook 2010/11

## Advertise in the handbook for **NEW PERSONNEL:**

- Opportunity to promote your business to the biggest spenders in the area

**DEFENCE PERSONNEL SPEND SOME \$30M PA. LOCALLY**



 **Showcase**  
PUBLICATIONS

For advertising enquiries please contact  
Peter Jmaes on (02) 9211 7422  
or email [peterjohnjames@gmail.com.au](mailto:peterjohnjames@gmail.com.au)

**SYDNEY OFFICE:** C5 99 Jones Street Ultimo NSW 2007

**Ph:** 02 9211 7422 • **Fax:** 02 9211 7522

**Email:** [artwork@showpub.com.au](mailto:artwork@showpub.com.au)

Media Kit



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Showcase Publications have been providing welcome handbooks for the Department of Defence, since 1988. The HMAS CERBERUS handbook doubles as a welcome to the Base (facilities, responsibilities etc) as well as on a broader level for the Peninsula, and providing much needed information for the new personnel and their families need, in a glossy easy to read magazine style with a lifespan of over twelve months continual distribution.

As the largest military training establishment in Australia, with over 8000 new recruits passing through each year, the impact that HMAS CERBERUS makes on the community is immense, as they are responsible for spending over \$30 million each year.

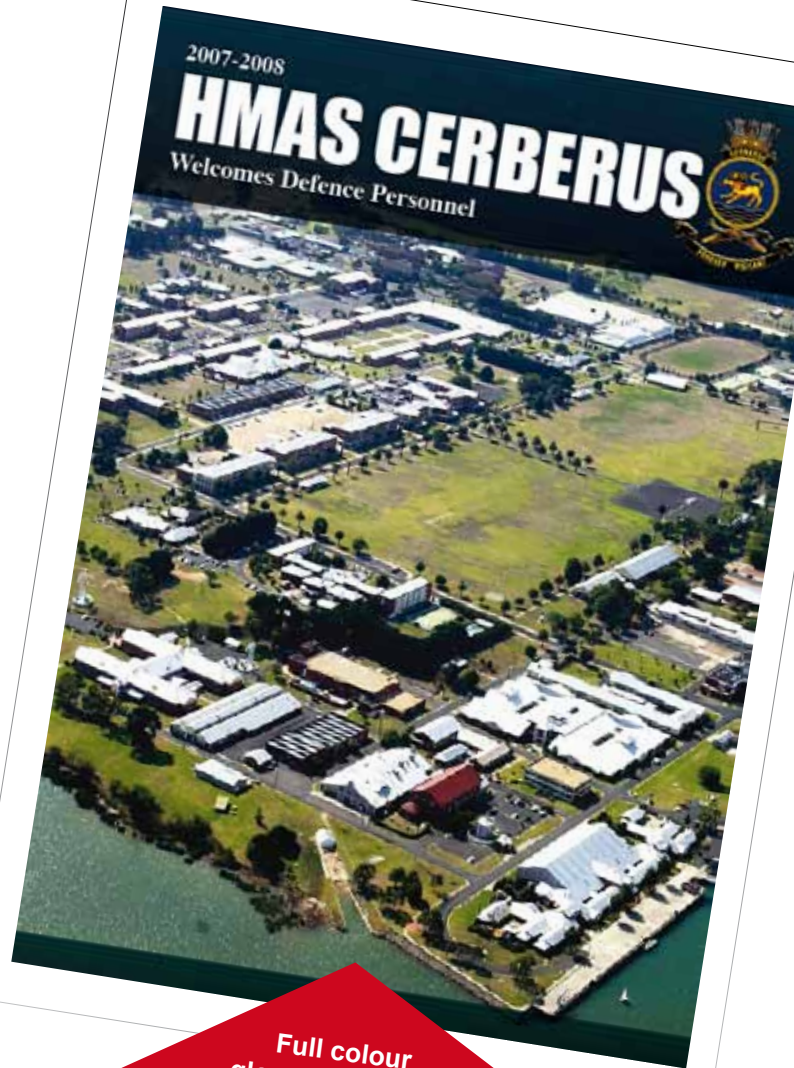
Within the handbook we're incorporating limited advertising, we are at this stage of reserving new spaces as it assists our production department to know what spaces to leave and where.

All copies used on base have a section containing the HMAS CERBERUS internal telephone directory, (this section appears only in the copies for military use, and not in the extra copies distributed throughout the community) ensuring it is on their desks and referred constantly.

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 at the Base by advertising in the handbook.



**Full colour glossy magazine.**  
Create goodwill for your business among the local defence community.  
**Distributed to all HMAS CERBERUS personnel, their families, and contractors.**  
Continuous exposure for 12 months.  
**PLUS we produce your advertisement at no extra cost.**



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## ADVERTISING RATES Page Sizes: A4 210mm width x 297mm height

Size	Measurement	Rate+GST
Full Page	210mm wide x 297mm deep + 5mm bleed	\$2,250.00
Half Page	180mm wide x 125mm deep	\$1,390.00
Quarter Page	85mm wide x 60mm deep	\$850.00
*Special positions offered subject to availability and prior sale.		
* Outside Back Cover	210mm wide x 297mm deep + 5mm bleed	\$5,000.00
* Inside Front Cover	210mm wide x 297mm deep + 5mm bleed	\$3,950.00
* Inside Back Cover	210mm wide x 297mm deep + 5mm bleed	\$3,950.00

All rates are subject to 10% GST. Please add 10% for all agency bookings.

### DISK SPECIFICATIONS:

HMAS Cerberus is produced within a Mac 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.

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

**Indesign:** Ensure you are working in CMYK Mode and have process separation turned on in the Edit Colour menu.

**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.

**Printing Process:** Printed sheet-fed offset on quality 100gsm stock. Cover printed on 250gsm art board. HMAS Cerberus is printed by the four colour process to magazine standards. Second colour advertisements will be prepared from process colours (Magenta, Cyan, Yellow, Black). Every effort will be made to match advertiser's sample.



**MATERIAL:** All material to be marked with COMPANY NAME and to be supplied on disk: CD and sent to Showcase Publications PO Box K62 477 Pitt St, Haymarket, NSW 1240 or Email: [artwork@showpub.com.au](mailto:artwork@showpub.com.au) (Max. 5 MB limit)



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