

SILVER SERVICE

MEDIA KIT 2011

THE OFFICIAL PUBLICATION OF THE
AUSTRALIAN ARMY CATERING CORPS



Australian Army Catering Corps
Head of Corps Cell
Army Logistic Training Centre
MILPO BANDIANA VIC 3694

Dear Prospective Client,

Official Publication of the Australian Army Catering Corps – “Silver Service”

The official publication of the Australian Army Catering Corps offers a unique opportunity to access the Catering Corps supply environment where decisions are made on supplies and services required for the Corps.

Supplying the Australian Army with the food preparation equipment and food products required to feed over 25,000 personnel is a huge task requiring a vast amount of supply's to be used both in Australia and overseas. Purchasing decisions are made both at central and local levels which offers an opportunity to companies looking to promote their products or services to a targeted audience of purchasing personnel.

No Defence Supplier has exclusivity outside the term of a contract and contracts are reviewed on a regular basis. Many local purchase items are also based on short term contracts.

The extensive list of products and services required to support the catering needs of the Army makes this publication an effective method of having your market message read by the decision makers within the Australian Army Catering Corps and Defence Material Organisation.

The Catering Corps official publication “Silver Service” is a professionally produced publication and is held in high regard by the members of the Catering Corps and it is an effective marketing tool reaching the lucrative Army catering market.

Limited advertising space is being sought by organisations that are prepared to take advantage of this exciting opportunity. Our publisher, Showcase Publications will be in contact with you to assist you with your advertising requirements. Should you have any concerns then please feel free to contact either our Editor Major Sarah Vandeppeer on 0408338865 or Steve Moxey the National Sales Manager at Showcase Publications on (02) 9211 7422

Yours sincerely,

Lieutenant Colonel Geoffrey Young
Deputy Head of Corps, Australian Army Catering Corps.



Showcase
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Introduction

Showcase Publications with a history of publishing with the Department of Defence going back to 1988, are both pleased and proud to have been selected to produce the official publication for the Australian Army Catering Corps.

Silver Service, the official publication of the Australian Army Catering Corps, offers companies a unique opportunity to access their supply environment and influence their purchasing decisions on essential supplies and services required by the Australian Army.

Purchasing decisions are made at the central and local levels and offer companies the ability to communicate their message to a targeted audience of key personnel.

Silver Service is a high quality and well respected publication for the members of the Catering Corps. It allows advertisers to reach the lucrative Army foodservices market which is responsible for feeding over 25,000 personnel daily. This huge task requires a vast amount of food supplies and equipment to be used in Australia and abroad.

Advertising in the publication will allow your company to promote your products and services to a relevant audience, effectively communicate your message and raise your company profile as a leader in the hospitality and foodservices industry.

Advertising rates are:

Outside Back Cover*	\$3950 + GST
Inside Front / Back Cover*	\$2950 + GST
Inside Front Cover + Page 1*	\$3950 + GST
Centre Spread*	\$3950 + GST
Full Page	\$2250 + GST
Half Page	\$1390 + GST
Quarter Page	\$850 + GST
Eighth Page	\$450 + GST

* Offered subject to availability and prior sale



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FULL PAGE

DOUBLE PAGE SPREAD

WIDTH X HEIGHT
210mm x 297mm
+ 5mm Bleed

WIDTH X HEIGHT
420mm x 297mm
+ 5mm Bleed

1/2 PAGE

WIDTH X HEIGHT
190mm x 106mm

1/4 PAGE

WIDTH X HEIGHT
190mm x 50mm

1/8 PAGE

WIDTH X HEIGHT
93mm x 50mm



Artwork Specs

DISK SPECIFICATIONS:

Silver Service 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.

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 NSW 2007 or email: artwork@showpub.com.au (Max. 5MB limit)

Booking and Enquiries

For more information regarding advertising in this publication, please contact your sales rep at Showcase Publications on (02) 9211 7422



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