

2010 TOWNSVILLE

Welcomes Defence Personnel



Media Kit

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ATTRACT business by advertising in the Townsville Welcomes Defence Personnel Handbook 2010

- 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. Townsville Welcomes Defence Personnel Handbook doubles as both a welcome to the Base (facilities, responsibilities etc) as well as on a broader level for the area (we are including comprehensive information on the local area - such as educational, medical; social and recreational facilities, shopping, etc), in a glossy easy to read magazine style with a lifespan of twelve months continual distribution.

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 0405 701 999 or (02) 9211 7422 or email
peterjohnjames@gmail.com**



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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.

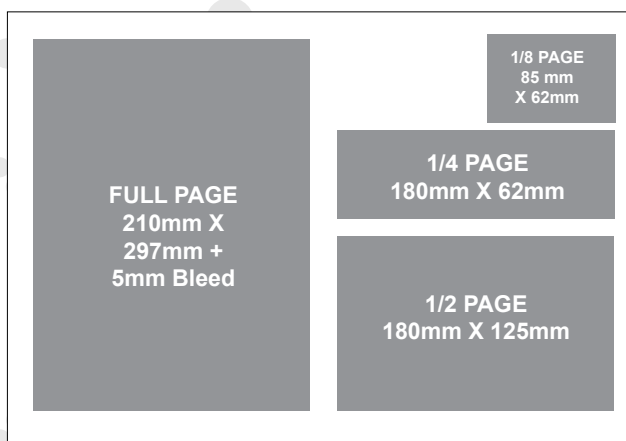
PDF Files: High-res pdf files please ensure CMYK format.

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 (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