

ADVERTISING OPTIONS

Aviation Trader is a 'free format' publication offering clients the opportunity to advertise in boxed display format or classified format and in mono or colour. Display advertising can be placed in the general section which forms the bulk of the publication or in the specific 'targeted' sections that follow. Current sections include Holiday and Short Stay Destinations, Flight Connected Real Estate, Employment and Training. A Classified section follows for line ads (maximum 10 lines) with an accompanying photograph if desired. Display ads can be sized in depth from 2 cms to 38 cms and in width 2 columns (7.3cm wide), 3 columns (11.1cm wide), 4 columns (14.9cm wide), 5 columns (18.7cm wide) or 7 columns (26.3cm wide). Display advertising pages are built using a sophisticated placement technique that employs size, content and style as key inputs. Classified advertisements are placed in pre determined categories and listed in alphabetical order.

ADVERTISING RATES

Our advertising team would be pleased to discuss advertising options with you and to provide a fixed price quotation. To discuss your requirements phone freecall 1800 025 776 or email us at: ads@aviationtrader.com.au with a specific request.

DESIGN

Many advertisers choose professional design houses to optimize the presentation of their advertisements. Alternatively, you can take advantage of our professional layout service designed to help clients develop advertising concepts and effective presentations. This service is currently free of charge.

EXPRESS WEB UPLOADS

We are now in a position to offer an express web upload service. This allows us to present advertisements in display format on our searchable web pages within 1 hour of receipt. This service will suit advertisers who may have missed a monthly deadline or who wish to give themselves the opportunity to promote or sell a product between issues. 'On Line' advertisements are uploaded for a flat fee

ADVERTISING INFORMATION

and attract a discount if you need placement in the next print edition.

COPY / FILE COMPATIBILITY

A print ready PDF file is the preferred file type for clients wishing to supply their final material for print.

Creating Your PDF: It is essential that our job options be used when creating PDFs to ensure compatibility. These can be emailed upon request. Clients should also advise the name of advertiser, size of advertisement, issue in which it is to run, and the specific colour used within the advertisement.

Copy also accepted by: Email, CD, fax, post or by phone for small display ads and classifieds. Formats which are unacceptable include MS Publisher and Power Point.

Graphics: send as separate attached files in JPEG or TIFF format. Only small advertisements should be sent this way. PDF files can also be emailed.

Email attachments must also be supplied in formats that are compatible with what we use and saved (maximum 8 characters) with the appropriate extensions. PDF (.pdf ext), JPG (.jpg ext), EPS (.eps ext), TIF (.tif ext), Corel Draw (.cdr ext), QuarkXpress (.qxd ext), Photoshop (.psd ext).

Text: Word (.doc ext), Text only (.txt ext).

PLEASE DO NOT ATTACH IMAGES TO WORD DOCUMENTS, THEY WILL BE RECEIVED AS LOW RESOLUTION FILES.

Scans: If sending scans, please ensure that they are of adequate resolution (min 200 dpi) and scanned no smaller than the size to be printed. Please note that digital cameras on normal settings produce low resolution pictures (72 dpi) which are unsuitable for printing. Also, some scanning programmes offer choice of saving for web or print. **In this case select print.**

Colour usage:

Save full colour images as CMYK, **not** RGB.

Please Note:

1. Never use LZH compression on *.tif files. Use *.tif for MONO art only, never for grayscale or colour (Pagemaker excepted).
2. Raster *.eps files (eg from Adobe PhotoShop) are to be Binary with 8-bit preview.
3. Vector *.eps files (eg from Adobe Illustrator or CorelDraw) should be Illustrator 3.0 format or equivalent.
4. Don't forget to convert all fonts to curves before creating vector *.EPS files when using CorelDraw.

SPECIAL NOTE TO DESIGNERS

Aviation Trader is printed on 52gsm newsprint on a web offset press. When designing colour material, please avoid reverse type using small or fine fonts. Dot gain & paper stretching during the print process may effect registration precision. As a guide, a 10 point strong san serif font should be considered an absolute minimum in this application. Also please use process black (100% K) rather than registration black (made up of CYMK) to minimise offsetting.

CONTACTS

Display, Classified and General Inquiries:

Telephone: (02) 6622 2133

Toll Free: 1800 025 776

Fax: (02) 6622 2123

Email

Display Advertising:

ads@aviationtrader.com.au

Classified Advertising:

classies@aviationtrader.com.au

ACCOUNTS

For casual advertising, payment is required prior to publication. Payment by account may be approved for contract advertisers, agencies and government departments. Payment may be made by credit card (Mastercard or Visa), direct deposit or cheque received prior to publication deadline date.

Copy Deadline

5 pm last Thursday each month

Bookings prior to deadline essential

Advertisers should consider dispatching copy in time to allow for postal delays, public holidays, etc.