

Architecture Bulletin

Advertising Rates 2014

The journal of the NSW Chapter of the Australian Institute of Architects

About Architecture Bulletin

- *Architecture Bulletin* is Australia's oldest Architecture serial, having been continuously published since 1944.
- It is published four times a year with an additional NSW Architecture Awards edition.

Editorial focus

- *Architecture Bulletin* debates and records practice and planning issues related to the practice of architecture in New South Wales, through discussion articles by leading members of the profession.
- It also announces, reviews and records activities, events and continuing professional development programs offered by the NSW Chapter of the Australian Institute of Architects.

Who reads Architecture Bulletin?

- Read by more than 10,000 design professionals and students, *Architecture Bulletin* is mailed to all NSW and ACT members of the Australian Institute of Architects, local councils, planning authorities, libraries, universities, and key related organisations such as engineers and advertisers, and individual subscribers.

Circulation

- 4,500

MATERIAL DEADLINES 2014	ADVERTISING BOOKINGS	ADVERTISING ARTWORK
Summer	11 November	18 November
Autumn	3 March	10 March
Awards Edition*	9 May	16 May
Winter	30 June	7 July
Spring	8 September	15 September

ADVERTISING RATES	CASUAL	4 EDITIONS
Double-Page Spread	3,300	3,000
Back Cover/Inside Front	2,500	2,000
Full Page	2,200	1,800
Half Page	1,100	900
Quarter Page	800	600
Directory (8.9cm x 6cm)	350	300

*The Awards edition is a special edition showcasing the annual NSW Architecture Awards. In-bound advertising in this edition is available only to principal awards partners and sponsors and directory advertisers. Loose-leaf inserts are available to all advertisers.

Artwork Specifications

Format

- Advertisement artwork must be supplied in high resolution, print-ready PDF files with trim marks and bleed where required.
- Photographs included in a PDF must be high resolution (at least 300dpi) at 100% usage size with CMYK breakdown (RGB images will not print).
- Line art included within a PDF must be 1200dpi at 100% usage size, with CMYK breakdown (RGB images will not print).
- Fonts must be embedded.
- PMS & RGB colours must be converted to process colours (CMYK).
- Black & white images or ads must use black ONLY, not four-colour black.
- *Architecture Bulletin* takes no responsibility for printed advertisements where the PDF has not been created using the specifications above. Printed colours may vary from those on screen or colour printouts.

Delivery

- PDFs up to 6MB can be emailed to the editor at laura.wise@architecture.com.au.
- PDFs larger than 6MB should be sent via Dropbox.

Inserts

- Loose inserts (DL or A4 size) — \$1,000 + GST
- Larger inserts priced on request, according to size, weight and distribution required.

SIZE	
Double-page spread	297mm high x 420mm wide (+3mm bleed)
Full page	297mm high x 210 mm wide (+3mm bleed)
Half-page horizontal	148.5mm high x 210mm wide (+3mm bleed) or (125mm high x 175mm wide to fit text grid)
Half-page vertical	297mm high x 105mm wide (+3mm bleed) or (250mm high x 87.5mm wide to fit text grid)
Quarter-page vertical strip	297mm high x 62mm wide (+3mm bleed all round) Include crop marks in hi-res PDF.
Directory	89mm high x 60mm (no bleed)

Contacts

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