

# ADVERTISING RATE CARD

## METER

REACH DRIVERS,  
OWNERS,  
OPERATORS,  
NETWORK STAFF  
AND SUPPLIERS  
WITH ONE AD

Reaching around 35,000 members of the NSW Taxi Industry, **METER** (published bi-monthly) and [www.nswtaxi.org.au](http://www.nswtaxi.org.au) are two primary communications from the Industry's peak body, the NSW Taxi Council.

When advertising with **METER** and on [www.nswtaxi.org.au](http://www.nswtaxi.org.au) you know that your advertising dollars are highly targeted towards a specific market and you are guaranteed to reach every individual interested in your product.

We offer competitive rates and have a variety of flexible packages to suit your advertising and marketing needs, and we offer volume discounts.

Publication dates for **METER** are:

2012/2013 Editions	Publication Date	Advertising Booking Deadline	Materials Due
April/May 2012	1 April 2012	27 February 2012	5 March 2012
June/July 2012	1 June 2012	30 April 2012	7 May 2012
August/September 2012	1 August 2012	25 June 2012	2 July 2012
October/November 2012	1 October 2012	27 August 2012	3 September 2012
December 2012/January	1 December	29 October 2012	5 November 2012
February/March 2013	1 February 2013	10 December 2012	24 December
April/May 2013	1 April 2012	25 February 2013	5 March 2013

# BASIC RATES

## FEATURE ADS

Full Page	1/2 Page	1/4 Page
\$1,650	\$990	\$550

## FEATURE ADS DISCOUNTS

**We offer discounts on the price of space for bulk bookings as follows:**

Three or more editions - 5% discount.

Six or more editions - 10% discount.

The discounts only apply if the full amount is paid up front to the NSW Taxi Council.

There is no advertising agency discount.

## INSERTS

**Single Page Inserts**

\$1,100 - copies must be delivered to the mail house by advertiser.

294 x 205mm - 1 page, double-sided, no signature.

**Folded A3 Inserts**

\$1,750 - folded to a maximum of 294mm x 205mm or DL with a hard leading edge.

No signature on the material as this impacts on the postage costs.

Copies must be delivered to the mail house by advertiser.

Delivery docket will be provided with mail house details.

## CLASSIFIED ADS

\$220 for up to 50 words.

## CHARGES

Artwork Processing - \$165/piece of copy or artwork file. This is a one off charge if the advertisement is repeated.

Alterations to supplied work - will be made at a cost of \$220/hr.

Advertisement Design - graphic design assistance is available at a cost of \$220/hr.

## GST

All prices quoted include GST.

# ARTWORK SPECS

## ARTWORK SPECIFICATIONS & DELIVERY

The ad must be created in a recognised graphics program for a PC – which means either Adobe Photoshop, Adobe Illustrator, or Adobe InDesign. Files from other software cannot be accepted.

Ads are to be the correct size for the space booked.

### FONTS

All fonts must be included with the job on disk. Alternatively outlines can be created.

If there are no fonts on the disk a substitute font will be automatically used and METER will not be responsible for incorrect copy re-flow.

### LOGOS

Any vector based logos (i.e. EPS files) used in the ad must outline all fonts and the file saved as an EPS.

### COLOUR

All colours should be in CMYK.

### IMAGES

Rasterised images (i.e. photographs) should be 300dpi at actual size and saved as CMYK TIFF or EPS files.

### TRIM SIZES

All ads must have a 5mm bleed on every side.

METER will not be responsible for incorrect trimming if the ad is not supplied with a bleed.

Full page – 210mm (w) x 297mm (h)

Half page – 210mm (w) x 148.5mm (h)

Quarter page – 105mm (w) x 148.5mm (h)

---

## DELIVERY OF ARTWORK

Files can be emailed or posted:

**Email:** [tcain@apa.net.au](mailto:tcain@apa.net.au)

**Address:** Australian Public Affairs  
L16 Gateway Building  
1 Macquarie Place  
SYDNEY NSW 2000

**Phone:** 02 9234 3888

You must phone to confirm receipt of artwork.

Files for email must be compressed (zip or JPEG) and cannot be more than 6MB in size.

If compressed files are more than 2MB, it is recommended that the ad be sent by courier or mail.

All posted or couriered material must include a colour printout of the advertisement.

If you do not meet these specifications, METER will not be responsible for your advertisement and extra charges may be incurred.

# TERMS AND CONDITIONS

1. The Editorial Committee of METER considers all applications to advertise in METER or on [www.nswtaxi.org.au](http://www.nswtaxi.org.au) – assessment criteria includes:
  - a. Relevance to the readers of METER and those working in the Taxi Industry.
  - b. Content of the advertisements against the regulations and policies governing the Industry.
  - c. The position of the NSW Taxi Council within the Industry including on editorial or policy matters.
  - d. Any agreements in regards to exclusivity or positioning of advertisements already made with existing advertisers.
  - e. The visuals of the advertisements in terms of the standards of METER – if inconsistent with the specifications or the overall look of the magazine.
  - f. The volume of advertisements already confirmed in the magazine and the editorial content of proposed articles.
2. The Editorial Committee has the right to accept or reject applications to advertise without the necessity to give reasons.
3. Payment terms are 30 days upon drawing of an invoice from the NSW Taxi Council or commissioning of artwork by APA. Balances due over 60 days are subject to a 3% per month service charge.
4. The Editorial Committee reserves the right to enter specific agreements with advertisers including exclusivity arrangements or placement guarantees, and to enforce these agreements when negotiating with subsequent advertisers.
5. Cancellation of space reservations cannot be accepted after the closing date. This will result in either an advertisement being run or the space will be filled at the Editor's discretion but the advertiser will still be responsible for the advertising costs.
6. Deliberate attempts by the Advertiser to mislead readers into believing that an advertisement is the work of, or endorsed by the Editorial Committee of METER, are not permitted. The Publisher reserves the right to insert the word 'Advertisement' or other caveats into copy or artwork that, in the Publisher's opinion are designed to so mislead.
7. The Editorial Committee of METER reserves the right to amend the terms and conditions or the rate card at any time, and can only be held to previous details if an advance booking has already been made.

# ADVERTISING FORM

FILL IN AND FAX TO: (02) 9234 3800

Client/Advertiser \_\_\_\_\_ Date \_\_\_\_\_

Charge to \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

Postcode \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Size	Colour	Dimensions	Rate inc GST	Please Tick
Full Page	Full Colour	210mm (w) x 297mm (h)	\$1,650	<input type="checkbox"/>
Half Page	Full Colour	210mm (w) x 148.5mm (h)	\$990	<input type="checkbox"/>
Quarter Page	Full Colour	105mm (w) x 148.5mm (h)	\$550	<input type="checkbox"/>
Classified	Text Only	50 words	\$220	<input type="checkbox"/>
Artwork processing fee - \$165 (mandatory except for classified ads)				<input checked="" type="checkbox"/>
<b>TOTAL DUE:</b>				

## DESIGN/EDITORIAL PRODUCTION ORDER

Upon completion of this form your application will be considered by the METER Editorial committee subject to the specifications and terms and conditions outlined in the advertising rate card. If approved you, will be invoiced for the amounts indicated.

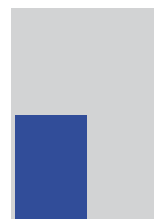
### Ad Sizes:



Full Page



Half Page



Quarter Page

Please tick the issues in which you would like your ad to appear in:

Feb/Mar

Apr/May

Jun/Jul

Aug/Sep

Oct/Nov

Dec/Jan

Authorising Signature \_\_\_\_\_