

ADVERTISING RATES 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 (updated daily) are two primary communications of the Industry's peak body, the NSW Taxi Council.

Unlike other publications and web sites, when advertising with **METER** and on www.nswtaxi.org.au, you know that your advertising dollars are highly targeted towards your 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 and deadlines are:

2009/2010 Editions	Publication Date	Advertising Booking Deadline	Materials Due
Aug/Sep 09	1 Aug 09	1 Jul 09	8 Jul 09
Oct/Nov 09	1 Oct 09	1 Sep 09	8 Sep 09
Dec 09/Jan 10	1 Dec 09	2 Nov 09	9 Nov 09
Feb/Mar 10	1 Feb 10	1 Feb 10	8 Feb 10
Apr/May 10	1 Apr 10	1 Mar 10	8 Mar 10
Jun/Jul 10	1 Jun 10	30 Apr 10	7 May 10
Aug/Sep 10	1 Aug 10	1 Jul 10	8 July 10
Oct/Nov 10	1 Oct 10	1 Sept 10	8 Sept 10

BASIC RATES

FEATURE ADS

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

FEATURE AD 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.

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)

(copies must be delivered to the mail house by advertiser) (no signature).

Delivery docket will be provided with mail house details.

CLASSIFIED ADS

\$220 inc GST for up to 50 words.

CHARGES

Artwork Processing: \$165/piece of copy (one-off charge if advertisement is repeated).

Alterations to supplied work: \$220/hour.

Design of Advertisement: \$220/hour.

All prices include GST.

ADVERTISING SIZES

SUPPLYING THE ARTWORK

The ad must be created in a recognised graphics program for PC (Adobe Photoshop, Adobe Illustrator, 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 no fonts are on disk a substitute font will be used. 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 CMYK.

IMAGES

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

DELIVERY OF ARTWORK

Email Specifications as above - files must be compressed (zip or JPEG).

If compressed files are more than 2MB it is recommended that the ad is sent by courier. All emails must have accompanying copy of ad material.

All material must be accompanied by a colour printout.

If you do not meet these specifications METER will not be responsible for your ad, and/or extra charges will be incurred.

TRIM SIZES

All ads must have 5mm bleed on every side.

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

Full Page	210mm (w) x 297mm (h)
1/2 Page	210mm (w) x 148.5mm (h)
1/4 Page	105mm (W) x 148.5mm (h)

SEND ARTWORK TO NSW TAXI COUNCIL CARE OF:

Email tcain@apa.net.au

Address L16 Gateway, 1 Macquarie Place
Sydney NSW 2000
(Corner of Loftus Street and Reiby Place)

Phone (02) 9234 3888

Fax (02) 9234 3800

You must call to confirm receipt of artwork.

TERMS AND CONDITIONS

1. The appearance of the advertisement must be of acceptable quality, and must meet the technical specifications detailed - otherwise the advertisement will be amended at a cost to the advertiser.
2. The Editorial Committee of METER reserves the right not to approve any advertisement that does not conform to the standards of METER and www.nswtaxi.org.au, or conflicts with the interests of the Industry or the editorial policy of the Magazine.
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 2% per month service charge.
4. The Editorial committee of METER reserve the right to enter specific agreements with advertisers including exclusivity arrangements or page specifications and to enforce these agreements when negotiating with subsequent advertisers.
5. Cancellation of space reservation cannot be accepted after closing date. Failure to notify before the closing date, or failure to provide the approved advertisement by the closing date, will result in full cost of insertion and METER will fill the space at the discretion of the Executive Committee. Cancellation before closing date must be made in writing, and entitles the advertiser to a refund of 90% of the total cost due (10% retained as charge for administration 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, is 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 confirmed.

APPLICATION FORM

FILL IN AND FAX TO: (02) 9234 3800

Client/Advertiser _____ Date _____

Charge to _____

Address _____

_____ Postcode _____

Phone _____ Fax _____

Contact _____ Email _____

Size	Colour	Dimensions	Rate	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	220 words	\$220	<input type="checkbox"/>
Artwork processing fee - \$165				<input checked="" type="checkbox"/>

DESIGN/EDITORIAL PRODUCTION ORDER

If additional assistance is required, and you wish to use the production services of our in-house graphics or editorial department a charge of \$220/hr will be levied.

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.

Please tick the issues in which you would like your ad to appear in 2009 and 2010.

Feb/Mar Apr/May Jun/Jul
 Aug/Sep Oct/Nov Dec/Jan

Authorising Signature _____

Ad Sizes



Full Page Half Page Quarter Page