

# beyondthebale

PROFIT FROM WOOL INNOVATION

REVISED  
AD SPECS

ADVERTISING

## RATE CARD 2009

Published by Australian Wool Innovation (AWI), *Beyond the Bale* is a national magazine mailed directly to more than 27,000 wool levy payers and woolgrowers plus wool industry stakeholders. It provides the most effective national medium for advertisers seeking to reach this important audience.

The mission of AWI is to drive research, development, innovation and marketing that will increase the long-term profitability of Australian woolgrowers. Owned by Australian woolgrowers, AWI invests throughout the wool pipeline - from fibre to fashion - in the areas of wool production, textile product development and marketing.

*Beyond the Bale* aims to inform woolgrowers of products and practices to reduce the cost of production on their farms through innovation in areas such as pastures and grazing, sheep health, genetic technologies to breed more productive sheep, and shearing.

The magazine also aims to increase awareness of initiatives and activities in wool textiles to increase the demand for Australian Merino wool.

Australia was built on the sheep's back, and wool continues to rank highly among Australia's agricultural industries. In 2008-09, exports of Australian wool are forecast to be valued at \$2.4 billion.

The magazine is also available online.  
Visit [www.wool.com.au/beyondthebale](http://www.wool.com.au/beyondthebale) for more details.



## Advertising contact

Max Hyde  
Hyde Media Pty Ltd  
11 Unsworth Road  
North Ringwood 3134  
P 03 9870 4161  
F 03 9870 4163  
E max@hydemedias.com.au



## Advertising rates

Effective February 2009

	Casual	2X	4X
Full page	\$3500.00	\$3325.00	\$3150.00
Half page	\$2100.00	\$1995.00	\$1890.00
Third page	\$1400.00	\$1330.00	\$1260.00
Quarter Page	\$1155.00	\$1097.00	\$1039.00

### Preferred Positions

Inside Back Cover: Plus 20% Outside Back Cover: Plus 20%

Other specified position: Plus 10%

Please note IFC not available

Inserts: Details supplied on request

Please note above rates do not include GST. Agency commission: 10%

## Booking and material deadlines

Publication dates	Booking	Material	Distribution
Feb/Mar 2009	15 December	16 January	6 February
Apr/May 2009	11 March	30 March	17 April
June/July 2009	29 April	20 May	5 June
Aug/Sept 2009	1 July	22 July	7 August
Oct/Nov/Dec 2009	26 August	16 September	2 October

## Specifications

Advert	Trim size (mm)	Bleed size (mm)	Type area (mm)
Full page	297d x 210w	307d x 220w	267d x 180w
Half-page horizontal	148d x 210w	153d x 220w	133d x 180w
Half-page vertical	297d x 105w	307d x 115w	267d x 90w
One-third-page horizontal	99d x 210w	109d x 220w	84d x 180w
One-quarter-page vertical	148d x 105w	158d x 115w	133d x 90w

The above rates are for space only and assume print-ready artwork is supplied to the specifications listed. Type area is constrained to the margins of the magazine content layout.

Material should be supplied as print-ready PDF files in CMYK.

The general resolution should be 2400dpi and scans no less than 300dpi.

*Beyond the Bale* will not accept Microsoft Publisher, Word, Excel or PowerPoint files. Extra charges will apply to Adobe InDesign, Pagemaker, Illustrator and Photoshop and QuarkXpress files. Film or bromide will not be accepted.

All fonts must be collected or embedded. All images to be supplied as 300dpi CMYK jpeg, TIFF or EPS files.

Spot colours must separate in CMYK and metallic colours are unacceptable.

Minimum type size 6 point. For full-colour reverse type, minimum type size 7 point.

Artwork under 5MB may be emailed to [prepress@coretext.com.au](mailto:prepress@coretext.com.au). Artwork over

5MB to be supplied through Quickcut or on CD to: Coretext

PO Box 12542

Melbourne VIC 8006

**coretext**  
CONTENT MATTERS



### TERMS AND CONDITIONS

Advertising accepted for publication in *Beyond the Bale* is subject to the conditions set out in these Terms and Conditions.

Every advertisement is subject to the approval of *Beyond the Bale's* Managing Editor, Coretext Pty Ltd ("Coretext"), acting on behalf of its principal, Australian Wool Innovation Limited. Coretext reserves the right to refuse to accept an advertisement for publication or withdraw or cancel an advertisement at any time and the advertiser shall have no claim against Coretext other than for the refund of any money paid by the advertiser if the advertisement is not published. Coretext otherwise excludes all liability (to the extent permitted by law) including for consequential loss, whether due to negligence or otherwise.

The word "advertisement" may be used to identify advertising material that in the opinion of Coretext resembles editorial matter.

The advertiser warrants to Coretext that any advertisement that is accepted for publication contains information that is true and correct in all respects, is in no way misleading or deceptive such that it may contravene section 52 of the *Trade Practices Act 1974* or any other provision of any law of a State and the Commonwealth, and is otherwise lawful.

Coretext and its agents accept no responsibility for any error when instructions or copy have been taken over the telephone unless Coretext or its agents receive written confirmation of the instructions or replacement copy before the normal copy deadline. It is the responsibility of the advertiser or agent to notify Coretext or Hyde Media of any error immediately it appears. Unless notified, Coretext and Hyde Media accept no responsibility for any recurring error.

Advertisers and advertising agencies lodging material for publication in *Beyond the Bale* indemnify Australian Wool Innovation Limited, its directors, employees and its agents, including Coretext Pty Ltd and Hyde Media Pty Ltd, against all claims and any other liability whatsoever wholly or partially arising from the publication of the material and, without limiting the generality of the foregoing, indemnify each of them in relation to defamation, infringement of copyright, infringement of trademarks or names of publication titles, unfair competition, breach of trade practices and fair trading legislation, violation of rights of privacy, confidential information, licences or royalty rights and any and all other intellectual property rights, and warrant that the material complies with all relevant laws and regulations.