



AppleUsers
Spotlight

Advertising Specifications 2009

Advertising & Sponsorship Policy

At this time, AppleUsers.org is not in a position to accept paid advertising for inclusion in the AppleUsers Spotlight.

However, we are interested in entering into strategic partnerships with various organisations to supply services or discounts to members of Australian Apple User Groups and AppleUsers.org, in return for complimentary advertising space in our digital format magazine, AppleUsers Spotlight.

Editorial vs Advertising Ratio

AppleUsers.org will be maintaining a strict ratio for the amount of advertising that will be included in the AppleUsers Spotlight.

For every 15 pages of editorial content available in each AppleUsers Spotlight issue, we will allow a maximum of:

- 1 x Full Page Ad (Type A or B)
- 2 x Half Page Ads (Types C, D or E)
- 4 x Quarter or Third Pages Ads (Type F, G, H or J)
- 8 x Smaller Ads (Types K, L or the banner ads)

This gives a ratio of approximately 2:1 in favour of editorial content. The average AppleUsers Spotlight issue is expected to be 30 pages in length.

Editorial content includes the front cover, contents page(s), monthly raffle page, articles, features, reviews, press releases and the Disc of the Month promotional material.

AppleUsers.org reserves the right to use generic advertisements of Types K, L and the banner ads as 'space fillers' throughout the magazine - these may be in addition to the above advertising ratios.

Advertising specifications

Artwork Specifications

- All artwork should be supplied in RGB, spot colours should be converted to RGB
- File format (listed in order of preference):
 - PDF, with fonts embedded
 - EPS, with fonts embedded
 - TIFF - 200 DPI minimum
 - JPEG - 200 DPI minimum
- Final artwork (uncompressed) maximum size of 2MB
- NO BLEED nor CROP MARKS required

Any advertisement, which in the opinion of the publisher could be confused with editorial, will include "Advertisement" or similar wording in a prominent position within the advertising space.

Advertisement Dimensions

The acceptable sizes for advertisements in AppleUsers Spotlight can be found further in this document. Our most popular sizes are highlighted with red borders. The preferred layout of the magazine is 3-columns with each column being 8.0cm x 16.0cm.

Adding value

Ads are encouraged to have hyperlink hot spots within them. Alternatively, the entire ad can be hyperlinked to a nominated web page.

Preferential Placement of Ads

AppleUsers.org are happy to discuss options for advertisers to have a preferred location for the placement of their advertisement, however, we can not guarantee any special requests. Pages in Spotlight may contain more than one ad at our discretion.

Advertising & Sponsorship Policy

Submitting artwork

Details on where to send the finalised artwork will be supplied when you book your advertising space.

The preferred option is to email the final artwork as a zipped archive, or provide a link that allows use to download the final artwork as a zipped archive.

Proofing

AppleUsers.org does not provide a proofing service for advertisements. It is the advertiser's responsibility to ensure that the supplied ads are error-free.

AppleUsers.org reserves the right to scale up, scale down, or crop any ad that does not fit the advertising space reserved by an advertiser.

Deadlines

Space Reservation:

5pm AEST on the 12th of each month

Final Artwork:

Due by 5pm AEST on the 26th of each month.

If final artwork is not received by the deadline, AppleUsers.org reserves the right to either run a previously supplied advertisement **OR** to replace the ad with a generic advertisement. This decision rests solely with the AppleUsers Spotlight's Editor-in-Chief and no correspondence will be entered into over the substitution method chosen. This substitution also constitutes AppleUsers.org fulfilling any sponsorship requirements.

Publication Frequency & Distribution

AppleUsers Spotlight will be published eleven times a year, every month, except January.

The AppleUsers Spotlight is distributed via Australian Apple User Groups, free of charge to their members. A current listing of participating User Groups can be found at <http://www.appleusers.org/magazine>.

Obtaining a copy of AppleUsers Spotlight

Advertisers will be informed where they can download a copy of the final release of the AppleUsers Spotlight when it is released to Australian Apple User Groups. This usually takes place approximately on the 1st of each month, except January.

Changes to Specifications

AppleUsers.org reserves the right to modify, change or revoke these specifications at any time, without notification.

Contact

To contact AppleUsers.org with any advertising queries, please use [Our Web Form](#) and select Advertising Enquiries.

Phone/Fax: +613 8678 1037

Address: PO Box 1015
Elsternwick VIC 3185

Website: AppleUsers.org

Advertising specifications



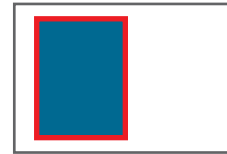
A

Full page bleed
29.7cm (W) x 21.0cm (H)



B

Full page
26.7cm (W) x 16.0cm (H)



C

1/2 page vertical
13.0cm (W) x 16.0cm (H)



D

1/2 page horizontal
26.7cm (W) x 7.7cm (H)



E

2/3 page
17.5cm (W) x 16.0cm (H)



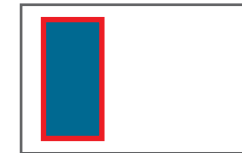
F

1/4 page vertical
6.0cm (W) x 16.0cm (H)



G

1/4 page block
13.0cm (W) x 7.7cm (H)



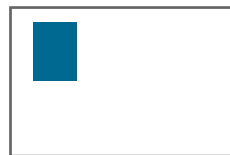
H

1/3 page vertical
8.0cm (W) x 16.0cm (H)



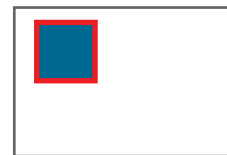
J

1/3 page block
17.5cm (W) x 7.5cm (H)



K

1/8 page
6.0cm (W) x 7.5cm (H)



L

1/6 page
8.0cm (W) x 7.5cm (H)

Banner advertising specifications



Banner A
26.7cm (W) x 3.5cm (H)



Banner B
8.0cm (W) x 3.5cm (H)



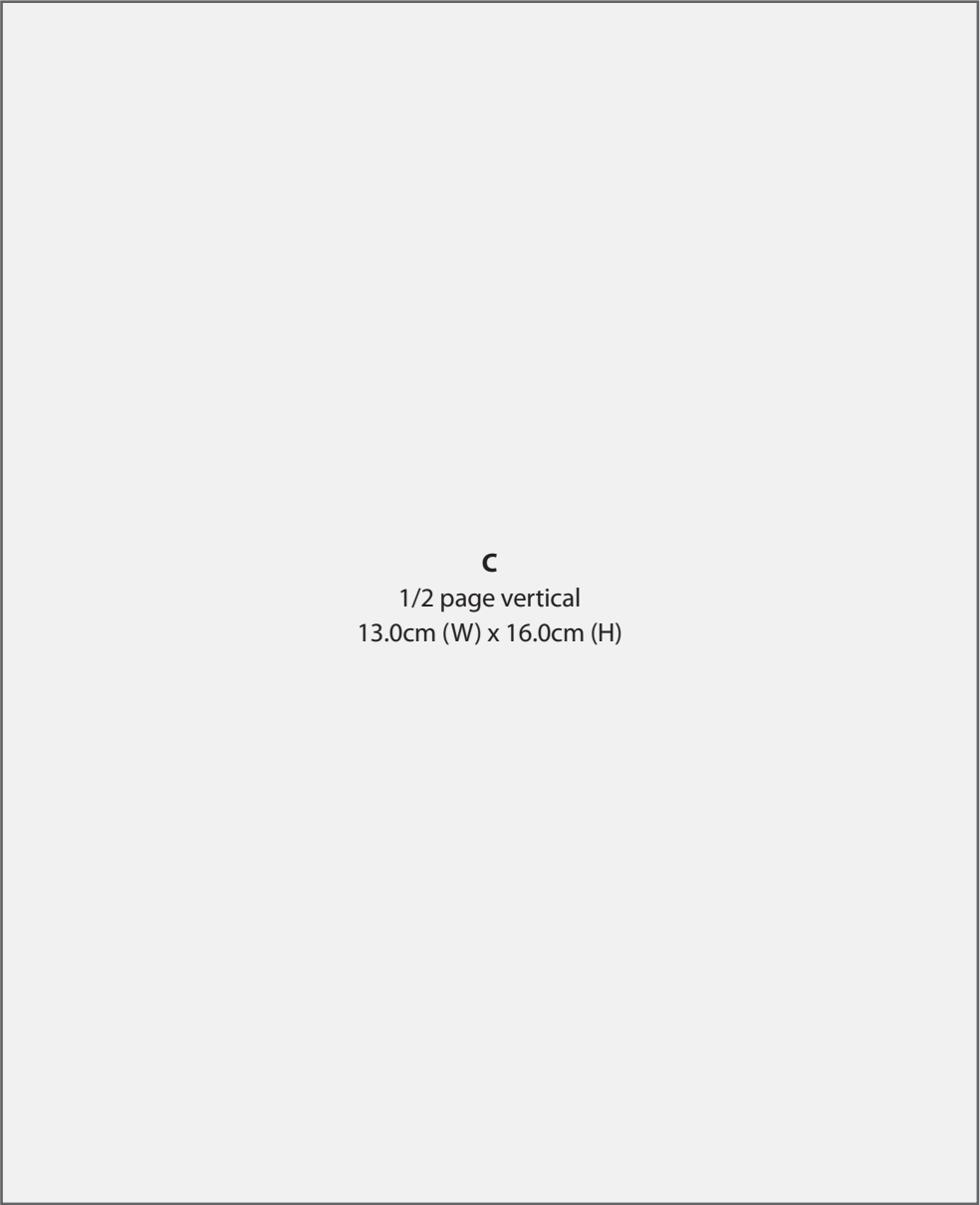
Banner C
17.5cm (W) x 3.5cm (H)

Advertisement specifications

A

Full page bleed
29.7cm (W) x 21.0cm (H)

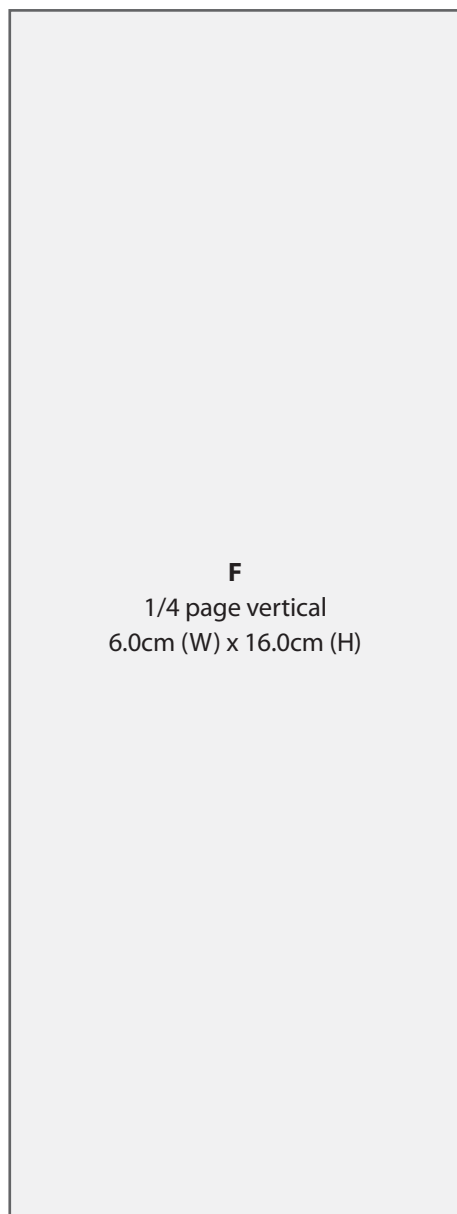
B
Full page
26.7cm (W) x 16.0cm (H)



C
1/2 page vertical
13.0cm (W) x 16.0cm (H)

D
1/2 page horizontal
26.7cm (W) x 7.7cm (H)

E
2/3 page
17.5cm (W) x 16.0cm (H)

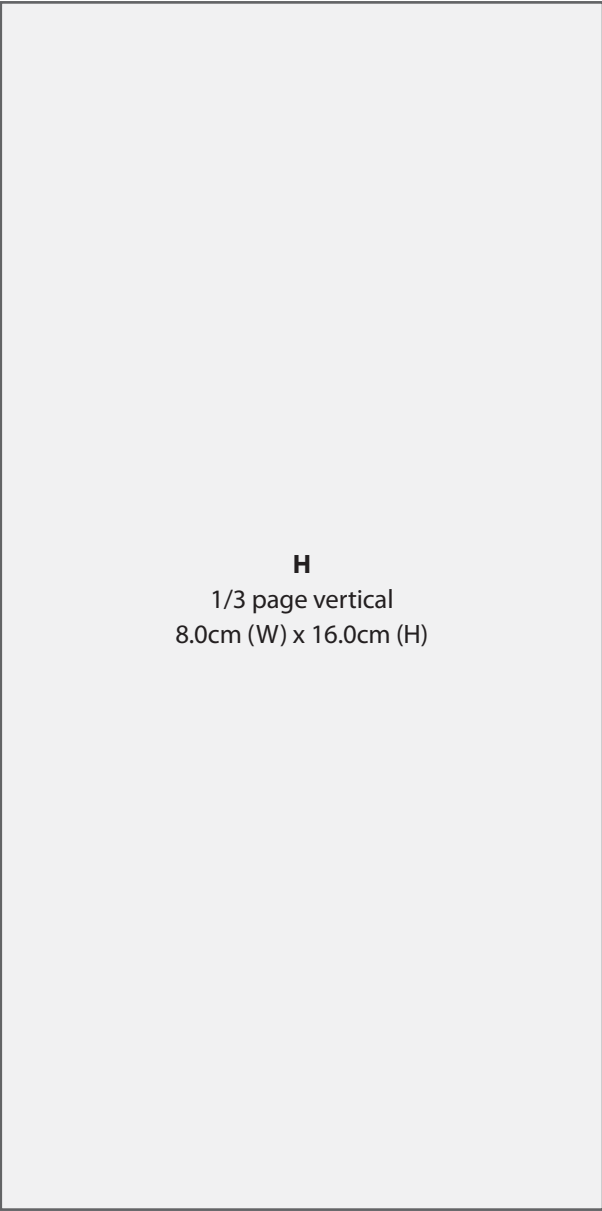


F

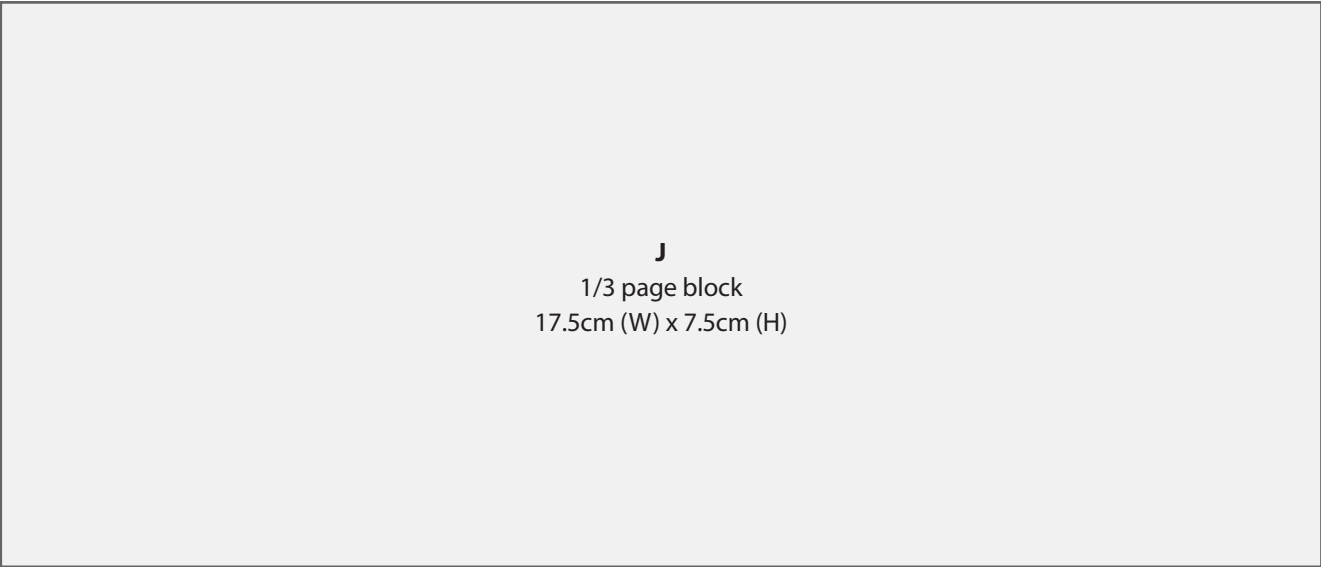
1/4 page vertical
6.0cm (W) x 16.0cm (H)



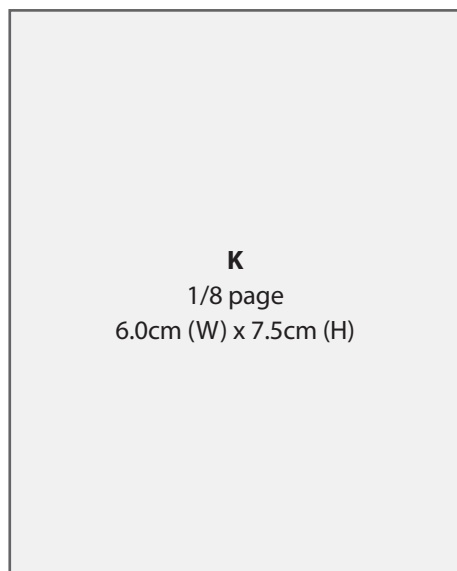
G
1/4 page block
13.0cm (W) x 7.7cm (H)

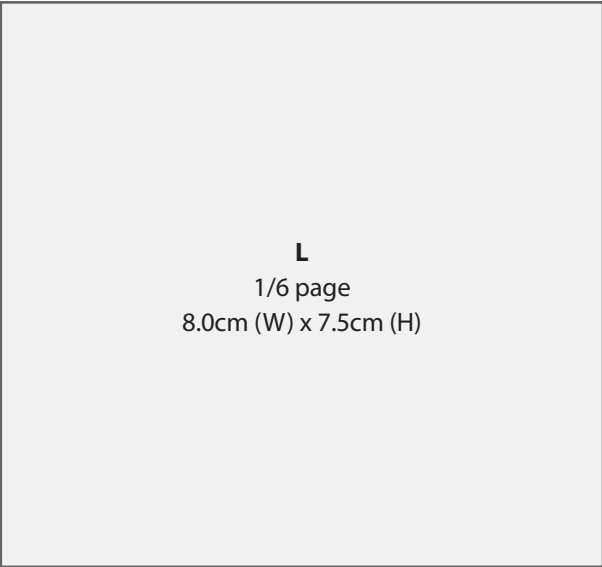


H
1/3 page vertical
8.0cm (W) x 16.0cm (H)



J
1/3 page block
17.5cm (W) x 7.5cm (H)





L
1/6 page
8.0cm (W) x 7.5cm (H)

Banner advertisement specifications

Banner A
26.7cm (W) x 3.5cm (H)

Banner B
8.0cm (W) x 3.5cm (H)

Banner C
17.5cm (W) x 3.5cm (H)