



AppleUsers
Spotlight

Advertising Specifications 2010

Advertising & Sponsorship Policy

The AppleUsers Spotlight is a 30+ page digital format magazine produced by AppleUsers.org that we publish every even-numbered month to the Australian Apple Community, free of charge, direct from our website.

AppleUsers.org has assigned a value to each advertising space available within the AppleUsers Spotlight. However, rather than charging for advertising space, we would prefer to enter into strategic partnerships with various organisations to supply products, services or discounts to the readers of the AppleUsers Spotlight and to AppleUsers.org itself, in return for complimentary advertising space.

Editorial vs Advertising ratio

AppleUsers.org will be maintaining a ratio of approximately 2:1 in favour of editorial content in the AppleUsers Spotlight. The average AppleUsers Spotlight issue is expected to be between 30 and 45 pages in length.

Editorial content includes the front cover, table of content page(s), contest page, articles, features, reviews, press releases and the Disc of the Month promotional material. The "User Group Discounts" and the "Specials Spotlight" sections are likewise classed as editorial material. The "User Group Special Event Promotion" display ads are exempt from our advertising ratio quota.

AppleUsers.org reserves the to place custom-sized advertisements promoting our own products and services as 'space filler' through out the magazine - these may be in addition to the above ratio limits.

Advertising specifications

Artwork specifications

- All artwork should be supplied in RGB. Convert spot and/or process colours 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 1MB
- 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. Advertisers are to provide URLs.

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.

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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.

Borders around advertisements

AppleUsers.org recommends all display advertising, except perhaps the Full Page ads, have a border of some kind, even a hairline border, to distinguish advertising from editorial content. Drop Shadows are also welcomed. However, please note that all borders and drop shadows are to be within the boundaries of the specified advert dimensions. AppleUsers.org reserves the right to place, without further consultation with an advertiser, a border (and/or a drop shadow) around any advertisement that does not already have a border.

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

Issue	Space reservations	Final artwork
Jun/Jul	7 May 2010	21 May 2010
Aug/Sep	2 July 2010	16 July 2010
Oct/Nov	3 Sep 2010	17 Sep 2010
Dec/Jan	5 Nov 2010	19 Nov 2010

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 six times a year (February/March, April/May, June/July, August/September, October/November, December/January). The AppleUsers Spotlight is made available free of charge on the 2nd week of each even month.

Obtaining a copy of AppleUsers Spotlight

Advertisers will be informed where they can download a copy of the final release of the AppleUsers Spotlight. This usually takes place approximately on the 2nd week of each even month.

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 & Sponsorship Policy

User Group Special Event Promotions

AppleUsers.org are offering Australian and New Zealand Apple User Groups the opportunity to promote, once a year, a Special Event or Meeting, with a complimentary display ad in the AppleUsers Spotlight. Other related User Groups (like Adobe User Groups and even PC focussed groups) may also be considered for inclusion in this program on a case by case basis.

We recommend the use of the User Group Special Event Promotions offer to promote special events or meetings like:

- Presenter from a major corporation like Adobe, Microsoft or Apple presenting to your group;
- Auctions & Swap Meets
- Club anniversary or milestone celebration
- Special 'open day' you want to invite the public to attend

Complimentary advertisement

The complimentary advertisement is to be a Type C (1/3 page vertical). Other advert sizes may be ordered at a negotiated cost.

For each issue of the Spotlight, these complimentary User Group Special Event Promotions display ads will be limited to a maximum of one per state or territory*, with an over all maximum of three. These ads are in addition to our normal Display Ad Ratio.

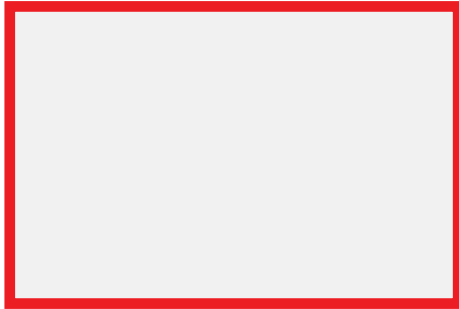
As the number of these complimentary advertisements are strictly limited, User Groups Leaders are recommended to book their space early. Our standard deadlines apply for booking advertising space and submitting final artwork. Late bookings may incur the full commercial fee for the advertisement. Late submission of final artwork may cause your advert not to appear and cancelation of your group's future participation in this program.

Editorial

We also encourage User Groups to provide an editorial article covering what happened at the event, along with a couple of colour photographs, for inclusion in the AppleUsers Spotlight issue after the event. Standard editorial guidelines and submission deadlines apply.

* New Zealand will have the North and South Islands considered as two separate territories for this purpose.

Rate card



Type A (preferred)

Full page bleed
29.7cm (W) x 21.0cm (H)
AUD\$1100 incl GST



Type B

½ page vertical
13.0 cm (W) x 16.0 cm (H)
AUD\$550 incl GST



Type C (preferred)

⅓ page vertical
8.0cm (W) x 16.0cm (H)
AUD\$350 incl GST



Type D (preferred)

⅓ page horizontal
26.7cm (W) x 5.0cm (H)
AUD\$350 incl GST

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AUD\$350 incl GST