



The Australian

BRANGUS

The official publication of the Australian Brangus Cattle Association Ltd

2000 Copies

Spring and Autumn annually

Distributed to Australian Brangus Cattle Association members and subscribers

Deadlines

Tender for 2016 Premium Positions 29/01 2016

Autumn

Ad bookings & artwork	05/02	2016
Editorial copy	05/02	2016
Print-ready artwork	19/02	2016

Spring

Ad bookings & artwork	24/06	2016
Editorial copy	24/06	2016
Print-ready artwork	08/07	2016

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Rates

Full page advert	\$572
Half page advert	\$418
Quarter page advert	\$286
Semen directory advert	\$220
Breeders directory advert per year (2 editions)	\$175

* all prices include GST

Premium Positions

Inside cover double page spread (inside front or inside back)	\$1100
Inside cover single page (inside front or inside back)	\$660
Back cover	\$770
Centre spread	\$1100
Selected internal position	\$605

* all prices include GST

Incentives

- 10% Discount for multiple page bookings (two pages or more, same issue)**
- 10% Discount for booking in both issues (same calendar year)
- 10% Discount for print ready supplied artwork (subject to sighting of material)

** excludes inside and outside cover positions

Print-ready Artwork

Artwork is to be saved in CMYK as a jpg, pdf or tiff file at full size and a minimum of 300dpi.

All fonts should be embedded or converted to outlines.

Black text set to black only and set to overprint. Large areas of solid black to consist of 40% Cyan.

5mm bleed (around all edges) is required for ads with bleed.

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Double Page Spread

Trim 420mm X 297mm

Bleed 430mm X 307mm (includes 5mm all sides)



Full Page

Trim 210mm X 297mm

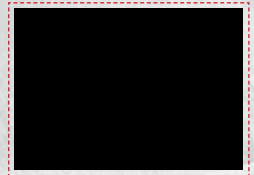
Bleed 220mm X 307mm (includes 5mm all sides)



Half Page Vertical

Trim 103.5mm X 297mm

Bleed 113.5mm X 307mm (includes 5mm all sides)



Half Page Horizontal

Trim 210mm X 147mm

Bleed 220mm X 157mm (includes 5mm all sides)



Quarter Page Horizontal

Trim 210mm X 73mm

Bleed 220mm X 83mm (includes 5mm all sides)

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Semen Directory

Trim 88mm X 84mm

Breeders Directory

Trim 67mm X 64mm



ANIMAL NAME & INDENT NUMBER

2 lines of text detailing your semen offering.

Your Name
P: 07 0000 0000 M: 0400 000 000
Email or Website

Your Logo

Custom designed
Breeders Directory advert.



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Editorial

The Australian Brangus accept newsworthy articles from ABCA members and associates.

It is recommended that you send articles with supporting documentation
(article source, agent report, vendor contacts, buyer contacts etc).

Accompanying photographs are to be unedited and at full resolution (no compression) with supporting caption.

We recommend you contact The Australian Brangus team in the lead up to your sale or event
so as to allow time to organise a representative to attend.

Photographs

Digital photographs are to be supplied unedited and at full resolution (no compression) with supporting caption.

Phone or tablet photographs will not be accepted.

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