

# COUNTRY UPDATE

AUSTRALIA'S NATIONAL COUNTRY MUSIC MAGAZINE



PRINT ADVERTISING RATES ISSUE 86

ALL PRICES INCLUSIVE OF GST

## COVERS:

Outside Back \$2100  
 Inside Front \$1900  
 Inside Back \$1750

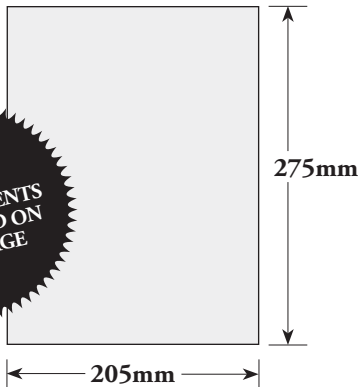
## COLOUR ADS:

Full Page \$1540  
 Half Page \$990  
 Quarter Page \$495

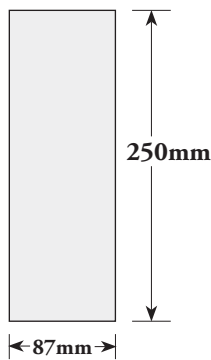
62 Domans Rd  
 Gunalda QLD 4570  
 info@countryupdate.com.au  
 07 54857 259  
 ABN: 16 213 134 883



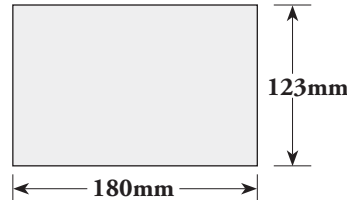
FULL PAGE:



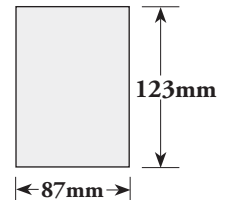
HALF PAGE VERTICAL:



HALF PAGE HORIZONTAL:



QUARTER PAGE:



**NOTE:**  
 BLEED  
 REQUIREMENTS  
 EXPLAINED ON  
 NEXT PAGE

(See page 2 of pdf for designer specifications)

Please complete form, sign, scan & email to: info@countryupdate.com.au

|                        |   |        |           |
|------------------------|---|--------|-----------|
| Company Name: .....    | Ad Size:  | Price: | Issue No. |
| Billing Address: ..... |   |        |           |
| .....                  | Your Company PO No. (if applicable): .....      |        |           |
| Web Address: .....     | .....<br><i>Authorizing Name (please print)</i> |        |           |
| Email: .....           | .....<br><i>Authorizing Signature</i>           |        |           |



# ARTWORK SPECIFICATIONS:

Artwork only accepted in the following formats (in order of preference):

- 1. Adobe Acrobat PDF - 300dpi/CMYK**  
(all type converted to outlines or all fonts embedded)
- 2. JPEG - minimum resolution 300dpi/CMYK**

**Email artwork to: [glen@goonga.com](mailto:glen@goonga.com)**

Please provide final artwork at actual size - NO crop or bleed marks need to be provided

## FULL PAGE:

*FULL PAGE ads are the only files that need to include bleed - 5mm all sides*

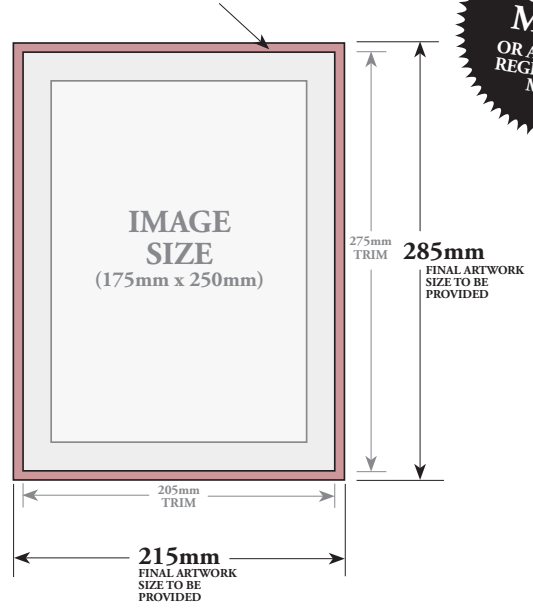
Actual file size to be supplied (including bleed):

**215mm (width) x 285mm (depth)**

TRIM SIZE: 205mm x 275mm

IMAGE SIZE: 175mm x 250mm

Blue area indicates BLEED



### DEFINITIONS:

**BLEED:** This refers to the extra area around the page that is provided in the artwork so that the page can then be 'trimmed' to the correct size and still have the artwork go right to the edges of the page. Full page ads are the only files that need to have bleed (5mm all sides).

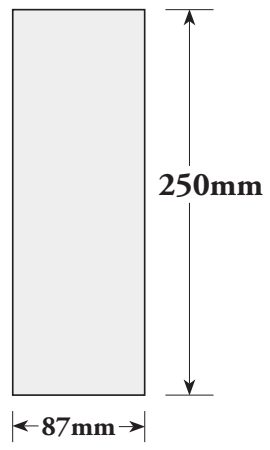
**TRIM SIZE:** This refers to the final dimensions of the page when printed and after the bleed is 'trimmed' (cut) from the outside edges.

**IMAGE SIZE:** This is a guide for your artwork design (that should be adhered to). It is a recommendation to keep all text and major images within that area on the page so they don't get too close to the edge of the page. This of course doesn't apply to background images etc.

## HALF PAGE VERTICAL:

Actual file size to be supplied (NO BLEED)

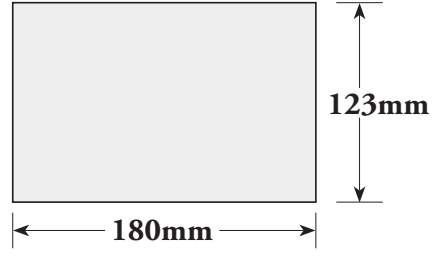
**87mm (width) x 250mm (depth)**



## HALF PAGE HORIZONTAL:

Actual file size to be supplied (NO BLEED)

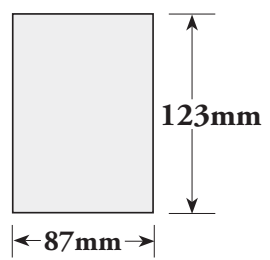
**180mm (width) x 123mm (depth)**



## QUARTER PAGE:

Actual file size to be supplied (NO BLEED)

**87mm (width) x 123mm (depth)**



**EXTRA INFO FOR DESIGNERS:** Please keep total ink coverage to less than 320%