

Advertising information – 2011

	(inc GST)
Single colour	A\$
Quarter page	400
Half page	700
Full page	1200
Double page spread	2200
Inside front or inside back cover	N/A
Double page spread including inside covers	N/A
Back cover	N/A
Full colour	
Half page	1200
Full page	2400
Double page spread	3900
Inside front or back cover	2900
Outside back cover	3200
Page one	2650
Page opposite Contents page	2650
Double page spread including inside covers	4600
Colour inserts (excluding printing)	1 sheet 1200
CD inserts	1200

Rates for multiple page inserts, or smaller ads than listed above are available on application.

New Products

A section featuring brief items about products of interest to orthodontists is published at no charge in our New Products section, on a space-available basis. Advertisers are welcome to submit news releases with accompanying graphics. Regular advertisers are given preference in order of publication.

Closing date for advertising and new products

31 March for the May issue
30 September for the November issue

Advertisements accepted by email, as high resolution pdf or tiff files (mechanical details next page).

Further information

Lee Fox
Australian Orthodontic Journal
E: lee.fox@vic.chariot.net.au
M: 0400 279 514
W: www.aso.org.au/aoj

Australian Orthodontic Journal

Mechanical details

Size		275 mm x 210 mm
Specifications	Full page	275 mm x 210 mm
	Bleed size	281 mm x 216 mm
	Half page	135 mm x 210 mm
	Quarter page	135 mm x 105 mm
	Cover:	300 gsm gloss artboard
	Text:	100 gsm matt art paper
Printing		Offset printing
Binding		Burst board with laminated cover
Material requirements		Electronic files pdf's to our specification, TIF or PDF files. If TIF select LZW compression.
		Scan photos at the same size as original photos at 300 dpi min
		Production charges to be met by the advertiser
		Line screen size: 133–150
		Colour proof to be supplied
Colour		Publisher's colours – magenta, cyan, yellow
		Advertisers' colours must be identified with Pantone Matching Systems (PMS)
		Register marks must be shown for colour
		Film must be identified for colour.
Pre-printed Inserts		Fixed inserts must conform to bleed size and should be supplied untrimmed.
		The maximum size for loose inserts is 270 mm x 200 mm.