



**Bonus ONLINE AD**  
with most bookings\*

**SPECIFICATIONS  
AND AGENCY  
RATE CARD**

**RADIOTHON 2020 EDITION  
RATES INCLUDE COMMISSION**

**FULL PAGE & WEB AD**

**Trim (WxH)**  
220 x 210mm

**3mm bleed (WxH)**  
226 x 216mm

**Live type area (WxH)**  
204 x 194mm  
8mm from trim

+

eNews/web banner

=

**OPTION 1**

4 colour  
**\$1,467 (PLUS GST)**

Includes one week of banner advertising in eNews (600px x 150 px) or on website (1070px x 180px)

**OPTION 2**

4 colour  
Preferred positions  
**OBC \$1,834 (PLUS GST)**  
**IFC, IB \$1,612 (PLUS GST)**

Includes one week of banner advertising in eNews (600px x 150 px) or on website (1070px x 180px)

**HALF PAGE & WEB AD – VERTICAL**

100 x 194mm  
No bleed (WxH)

+

square web ad

=

4 colour  
**\$867 (PLUS GST)**

Includes one week of square advertising on website (387px x 387px)

**QUARTER PAGE & WEB AD**

100 x 95mm  
No bleed (WxH)

+

square web ad

=

4 colour  
**\$400 (PLUS GST)**

Includes one week of square advertising on website (387px x 387px)

**STRIP AD**

No bleed (WxH)  
204 x 30mm

**OPTION 1**

4 colour  
**\$250 (PLUS GST)**

No bleed (WxH)  
204 x 30mm

+

square web ad

=

**OPTION 2**

4 colour  
**\$362 (PLUS GST)**

Includes one week of square advertising on website (387px x 387px)

Details of magazine inserts are available upon request.  
\*To be used before Summer (December) 2020.

# the TRIP

## SPECIFICATIONS AND AGENCY RATE CARD

### PUBLICATION

Radiothon 2020 Edition

### AD BOOKING DEADLINE

Monday 25 May 2020

### AD ARTWORK DEADLINE

Wednesday 10 June 2020

### PUBLICATION DATE

Friday 21 August 2020

### TO ADVERTISE CONTACT

Mia Timpano

Tel 03 9388 1027

miat@rrr.org.au

### POSTAL ADDRESS

Triple R Broadcasters

PO Box 2145

Brunswick East 3057

## FULL PAGE & WEB AD

**Trim (WxH)**  
220 x 210mm

**3mm bleed (WxH)**  
226 x 216mm

**Live type area (WxH)**  
204 x 194mm  
8mm from trim

1070px x 180px for web ad

600px x 150px for enews ad

## HALF PAGE & WEB AD – VERTICAL

**100 x 194mm**

**No bleed (WxH)**

387 x 387px

## QUARTER PAGE & WEB AD

**100 x 95mm**

**No bleed (WxH)**

387 x 387px

## STRIP AD

**No bleed (WxH)**  
204 x 30mm

387 x 387px

## SUPPLY OF ADVERTISING MATERIAL (PC OR MAC)

### PRINT

Material can be emailed as a PDF file created using the specifications described below:

- Fonts must be outlined or embedded
- Advertisements must be supplied with a colour laser proof at 100% of size.
- Before saving file as a PDF, ensure all images and spot colours are processed CMYK (not RGB, lab colour or indexed colour).
- Files to be supplied at a minimum of 300 DPI.

### Placing files

Every file placed within postscript must be either a TIFF or an EPS (no JPEG or PICT) and be CMYK. Rotations should be exact for example 90 degrees, 180 degrees.

TIFF files should have no LZW compression.

### Proofing

- A colour laser (composite proof) must be supplied with electronic file
- A colour laser must accompany any files which need to be resupplied
- Proofs must be sized at 100%

### WEBSITE AND E-NEWS

- JPEG and GIF only (no EPS, PDF or Flash).
- Animated GIF will work for most browsers (except Outlook '07). As some users may see the animation, any pertinent information should be on the first slide.
- Resolution: min 72dpi.
- Supply relevant click-through link with artwork.

### Advertisements not adhering to this specification will not be accepted.

Cancellation deadline is equivalent to booking deadline. A full cancellation fee will apply after this date.

### ACCEPTED MEDIA TRANSPORT

- Email miat@rrr.org.au