



Bonus ONLINE AD
with most bookings*

**SPECIFICATIONS
AND AGENCY
RATE CARD**

**APRIL 2021 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 August 2021.

the TRIP

SPECIFICATIONS AND AGENCY RATE CARD

PUBLICATION

April 2021 Edition

AD BOOKING DEADLINE

Friday 29 January 2021

AD ARTWORK DEADLINE

Friday 12 February 2021

PUBLICATION DATE

Tuesday 30 March 2021

TO ADVERTISE CONTACT

Mia Timpano

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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

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

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