

2010 rates

		10%	15%
	casual	3 x pages	6 x pages
FP (Full page)	1000	900	850
GST	100	90	85
FP + GST	1100	990	935
Half page	500	450	425.45
GST	50	45	42.55
Half page + GST	550	495	468
Quarter page	250	225.45	212.73
GST	25	22.55	21.27
Quarter page + GST	275	248	234
Eighth page	124.55	112.73	105.45
GST	12.45	11.27	10.55
Eighth page + GST	138	124	116
		10%	15%
	casual	3 x pages	6 x pages
PREMIUM POSITIONS			
Outside back cover	1363	1227	1159
GST	137	123	116
Outside back cover + GST	1500	1350	1275
Specific page	+10%		
Right hand page	+10%		
	per 1000		
Inserts	136.40	Note: Rate subject to size and weight. Please send a copy of the insert for approval to CWA of NSW	
GST	13.60		
Inserts + GST	150		

Note: Prices do not include agency commission. This is to be added by the agency.

deadlines

	Distributed*	Ad booking deadline	Material deadline	Payment deadline
February	mid-February	7 January	10 January	10 January
April	mid-April	1 March	10 March	10 March
June	mid-June	1 May	10 May	10 May
August	mid-August	1 July	10 July	10 July
October	mid-October	1 September	10 September	10 September
December	mid-December	1 November	10 November	10 November

*Each edition of The Country Woman is scheduled for distribution in the 2nd week of the month of publication.

	Distributed*	Insert booking deadline	Insert deadline	Payment deadline
February	mid-February	7 January	20 January	20 January
April	mid-April	1 March	20 March	20 March
June	mid-June	1 May	20 May	20 May
August	mid-August	1 July	20 July	20 July
October	mid-October	1 September	20 September	20 September
December	mid-December	1 November	20 November	20 November

The final printed inserts are to be delivered directly to the mail house in Sydney (further details available when booking).

supply of artwork

We accept the following formats (in order of preference):

1. **High resolution PDF - 300dpi press ready**
PDF artwork to be supplied via email (max 3MB) to:
advertising@cwaofnsw.org.au
2. InDesign - including all graphic and font files
3. Illustrator EPS - fonts outlined and 300dpi images embedded
4. High res JPEG - CMYK

All artwork is to be supplied without bleed or trim marks, to the specifications listed on page 8. All artwork can be emailed to: advertising@cwaofnsw.org.au or post CD or DVD.

Sample of inserts to be sent prior to booking to:

The Country Woman, PO Box 15, Potts Point NSW 1335

Please note: It is the client or agency's responsibility to supply correct material. The CWA of NSW does not take responsibility for incorrect material supplied. An additional charge will result if the incorrect artwork is received and, as a result, the CWA of NSW is required to resize, typeset or assemble artwork.

technical specs

All dimensions are in millimetres

Size

Trim Area

Full page (includes back page)

200 mm wide x 275 mm deep with 5mm bleed

Half page horizontal

185 mm wide x 125 mm deep

Half page vertical

90 mm wide x 250 mm deep

Quarter page horizontal

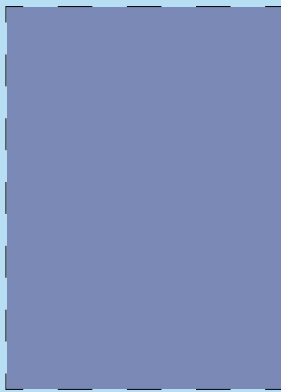
185 mm wide x 62.5 mm deep

Quarter page vertical

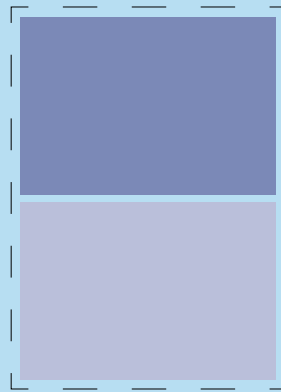
90 mm wide x 125 mm deep

Eighth page

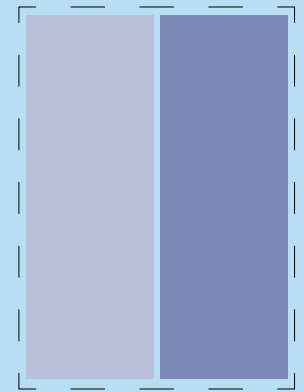
90 mm wide x 62.5 mm deep



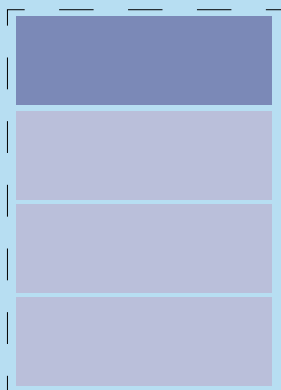
Full Page



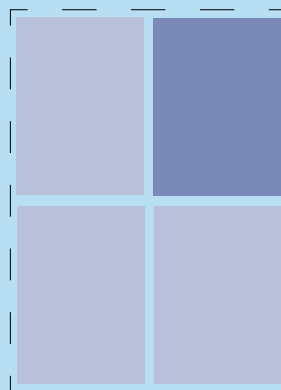
Half Page
Horizontal



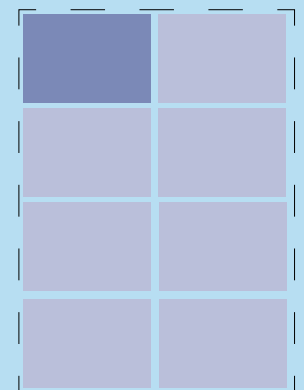
Half Page
Vertical



Quarter Page
Horizontal



Quarter Page
Vertical



Eighth Page

Key

 Ad Area

 Page Trim