

INSIDE STRATA

MEDIA KIT

ADVERTISE IN THE NEW LOOK INSIDE STRATA MAGAZINE AND WEBSITE



Email inside.strata@strata.community for enquiries
www.strata.community/inside-strata-magazine



ADVERTISING DIMENSIONS



Full Page Advert

Width: 210mm
Height: 297mm
Margin: 15mm minimum
Bleed: 5mm
Word Count: Up to 300 words



Half Page Advert (horizontal)

Width: 180mm
Height: 130mm
Margin: 10mm minimum
Bleed: none
Word Count: Up to 200 words



Half Page Advert (vertical)

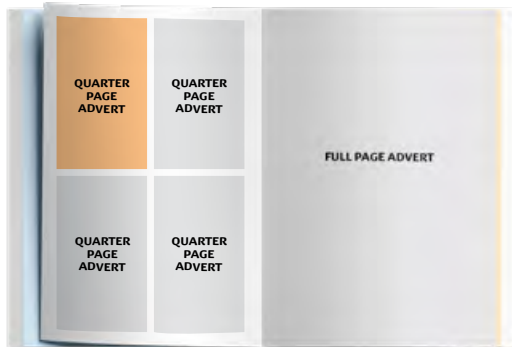
Width: 90mm
Height: 270mm
Margin: 5mm minimum
Bleed: none
Word Count: Up to 100 words



Third Page Advert (horizontal)

Width: 180mm
Height: 85mm
Margin: 5mm minimum
Bleed: none
Word Count: Up to 100 words

ADVERTISING DIMENSIONS



Quarter Page Advert (vertical)

Width: 180mm
Height: 85mm
Margin: 5mm minimum
Bleed: none



Sixth Page Advert (vertical)

Width: 56mm
Height: 135mm
Margin: 5mm minimum
Bleed: none

Onlined Banner Advertising



Banner advert Middle:

904px x 183px
PNG or JPEG

Banner advert Footer:

1258px x 183px
PNG or JPEG

Please submit banner with the URL you would like it linked to

PRINT ADVERTISING PRICES

STANDARD ADS

Ad Type	1x	2x	3x	4x
Full Page	\$2,800 + gst	\$2,660 + gst	\$2,527 + gst	\$2,401 + gst
Half Page	\$1,680 + gst	\$1,596 + gst	\$1,516 + gst	\$1,440 + gst
Quarter Page	\$1,008 + gst	\$958 + gst	\$910 + gst	\$864 + gst
1/3 Page	\$1,008 + gst	\$958 + gst	\$910 + gst	\$864 + gst
1/6 Page	\$504 + gst	\$479 + gst	\$455 + gst	\$432 + gst

KEY POSITIONS

Position	1x	2x	3x	4x
Inside Front Cover Ad	\$3,500 + gst	\$3,325 + gst	\$3,159 + gst	\$3,001 + gst
Inside Back Cover Ad	\$3,000 + gst	\$2,850 + gst	\$2,708 + gst	\$2,572 + gst
Outside Back Cover Ad	\$3,800 + gst	\$3,610 + gst	\$3,430 + gst	\$3,258 + gst
Full page Advertorial - 400 words	\$3,000 + gst			
Half-page Advertorial - 200 words	\$1,500 + gst			

DIGITAL ADVERTISING PRICES

Online Advertorial

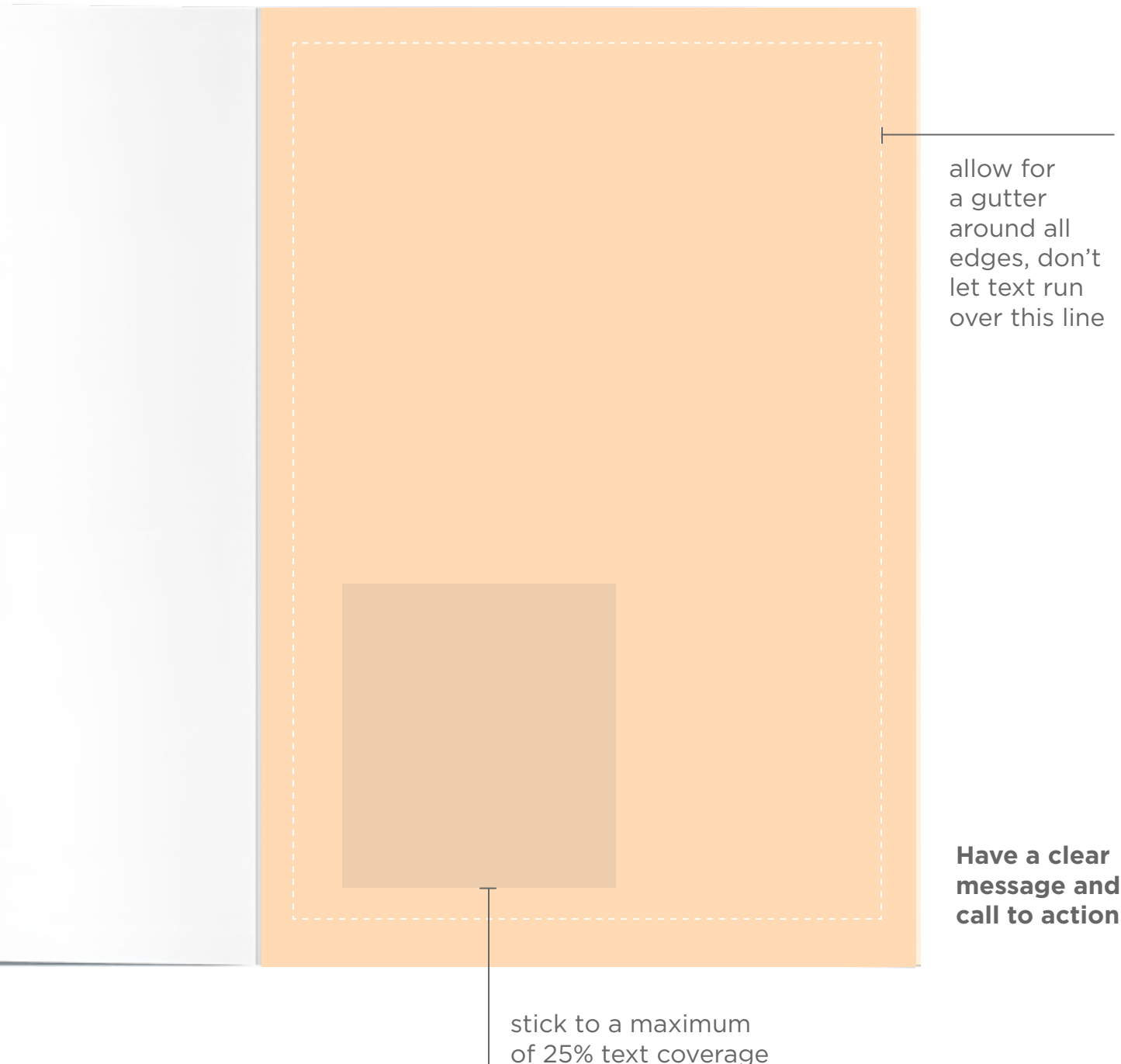


Online Advertorial

800 Words & 1 Image \$1,250 + gst

	1 month	6 months	12 months
Online Banner Advert Middle	\$200 + gst	\$1,080 + gst	\$1,920 + gst
Online Banner Advert Footer	\$150 + gst	\$810 + gst	\$1,440 + gst

DESIGN GUIDELINES



allow for a gutter around all edges, don't let text run over this line

Have a clear message and call to action

stick to a maximum of 25% text coverage

Files Supplied as:

PDF with Bleed + Crop Marks
All Images at 300DPI, High Res

