

Advertising Booking Form

Aqua Magazine is SPASAVIC's first magazine devoted to the Victorian swimming pool and spa industry that focusses on trade. It is a twice-yearly informative publication designed to highlight what is happening in the industry and showcase some of the best Industry suppliers. It will also feature interviews with industry members, new products on the market, and serve as a source of information on new regulations, policy and code as well as information on the services we provide. This magazine is designed to be printed and published online.

Deadlines

Advertising bookings to be confirmed by:	Friday 12 th February, 2021
Advertising artwork to be received by:	Friday 19 th February, 2021
Edition Published Online	Monday 1 st March, 2021

Cancellations cannot be accepted after the booking deadline.

Advertising Rates

Full Page	\$1,500
Half Page	\$1,000
Quarter Page	\$500
Inside Covers	\$1,750
Outside Back Cover	\$2,000

All prices exclude GST.

Advertising Sizes – based on finished size of A4 (HxW)

Full Page	Type area	278 x 194mm
	Bleed size	303 x 216mm
	Trim size	297 x 210mm
Half Page	Horizontal	137 x 194mm
Quarter Page	Horizontal	66.5 x 194mm

Terms & Conditions

The advertiser hereby agrees to indemnify and to keep indemnified, SPASAVIC, against any damages, losses, claims, actions, suits or costs of any nature or kind that may be incurred or suffered by SPASAVIC as a consequence of any breach of law by the advertiser or of action brought by other parties in relation to the subject of advertising. The advertiser hereby agrees to provide advertising material by the deadlines specified for each issue. Any failure to meet a deadline may result in the advertisement not being placed in the publication, and the advertiser will be liable to pay for that advertisement space. Cancellations are not accepted after the booking deadline. Payment for advertisements is due within 14 days after receipt of invoice. All advertising in publications incurs GST, and all prices quoted are exclusive of GST.

Artwork Details

Digital artwork is required. Only compatible file formats can be accepted. Files supplied in Microsoft Publisher, Word, PowerPoint, Freehand, CorelDraw, Pagemaker or Quarkexpress are not acceptable as finished artwork. All colours should be indicated as four process colour percentages (CMYK). All colours will be matched to the nearest CMYK combination. Advertisements must comply with the correct size booked. Images must have a resolution of 300 dpi at 100% size (CMYK or grayscale).

Artwork Files

Please supply high resolution PDF files only. Please ensure any spot colours are converted to CMYK. If your ad is a full-page ad, please include 5mm bleed. For other ad sizes bleed is unnecessary. Please **don't** include registration, colour bars or crop marks.

Advertising Contact

For any advertising queries and to submit artwork please contact:

Kathryn Barres – kathryn@spasavic.com.au

Marketing & Communications Coordinator, SPASAVIC

Artwork can be produced for you at a cost. Please contact Kathryn if you would like a quote.

SPASAVIC does not take responsibility for the repair, quality or integrity of digitally supplied advertising.

Incoming artwork is scrutinised for possible problems in reproduction. We will assist you to maximise the quality of the reproduction of your artwork. Often with your permission, we can correct a problem, or you may wish to replace the artwork.

No liability is accepted for fair and reasonable variation in printed quality issue to issue.