

# inSITE



*Insite* is the newsletter of Museums Australia (Victoria). It is published every two months and mailed out to around 700 museums, galleries and individuals in Victoria and interstate. A limited amount of advertising is available both within this twenty page publication and in the form of inserts, at very reasonable rates.

	<b>Full page</b> H240 x W175mm	<b>Half page</b> H120 x W175mm	<b>Quarter page</b> H120 x W85mm
<b>Non member</b>	\$300 +10% gst	\$170 +10% gst	\$90 +10% gst
<b>Member rate</b>	\$270 +10% gst	\$153 +10% gst	\$81 +10% gst
<b>Subscription</b>	\$270 +10% gst	\$153 +10% gst	\$81 +10% gst
<b>Member/Subscriber</b>	\$240 +10% gst	\$136 +10% gst	\$72 +10% gst

## Submission of Advertisements

Advertisements may be supplied on floppy disk, Zip disk, CD (QuarkXpress 4.1, PhotoShop 5.0) or as a bromide (to exact size).

Please supply a hard copy and fonts with electronic material.

A surcharge of \$20 will apply where a supplied disk or bromide requires re-setting.

## Other Charges & Discounts

Layout of ads from specifications provided: +\$60

Ads shaped other than specified above: +\$20

Position loading: +10% of total charge

**10% GST**

Placement under contract in six or more consecutive issues attracts a discount of 10%, as do advertisements or inserts placed by Museums Australia (Victoria) members.

## Inserts

Rates for the inclusion of flyers and brochures offer excellent value. Inserts can promote your publication, event or service to a target audience, without the cost of individual mailouts. Inserts are to be provided by the advertiser.

Per A4 leaf or smaller: \$250 (\$275 with GST).

Large or weighty inserts that increase postal charges will incur a further fee.

Company: \_\_\_\_\_  
 Contact person: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Billing address: \_\_\_\_\_



## ADVERTISING CONTRACT



Please tick:

	Full page H240 x 175mm	<input checked="" type="checkbox"/>	Half page H120 x W175mm	<input checked="" type="checkbox"/>	Quarter page H120 x W85mm	<input checked="" type="checkbox"/>
Non member	\$300 +10% gst		\$170 +10% gst		\$90 +10% gst	
Member rate	\$270 +10% gst		\$153 +10% gst		\$81 +10% gst	
Subscription	\$270 +10% gst		\$153 +10% gst		\$81 +10% gst	
Member/Subscriber	\$240 +10% gst		\$136 +10% gst		\$72 +10% gst	

Please tick:

ISSUE	MATERIAL DEADLINE	INSERT DEADLINE	<input checked="" type="checkbox"/>
Jan–Feb 2003	December 16 2003	January 13 2003	
Mar–April 2003	February 3 2003	February 17 2003	
May–June 2003	April 1 2003	April 15 2003	
July–Aug2003	June 2 2003	June 16 2003	
Sept–Oct 2003	August 4 2003	August 18 2003	
Nov–Dec 2003	October 6 2003	October 20 2003	

Contract (all 6 issues)

### Submission Requirements

Advertisements may be supplied on floppy disk, Zip disk, CD (QuarkXpress 4.1, PhotoShop 5.0) or as a bromide (to exact size). Please supply a hard copy and fonts with electronic material. A surcharge of \$20 will apply where a supplied disk or bromide requires re-setting.

### Inserts

Per A4 leaf or smaller: \$250 (\$275 with GST).

Large or weighty inserts that increase postal charges will incur a further fee.

### Withdrawal

MA(Vic) reserves the right to charge the full price for ads withdrawn after the material deadline. Ads withdrawn before this time may incur a fee of 10% of their total cost.

### Other Charges & Discounts

Layout of ads from specifications provided: +\$60

Ads shaped other than specified above: +\$20

Position loading (discuss preferred position with Editor): +10% of total charge

Placement under contract in six or more consecutive issues attracts a discount of 10%, as do advertisements or inserts placed by MA (Vic) members.

I confirm my booking and agree to the above conditions.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_