



**PROFILE**

The VISUAL IMPACT MAGAZINE is the publication for the display, signage, digital printing and graphic design industries.

Regularly featuring the latest reviews, news and articles from manufacturers and suppliers, VISUAL IMPACT MAGAZINE is a must have source of information for the industry.

With CAB accreditation and a large readership of industry professionals, VISUAL IMPACT MAGAZINE will give you unparalleled access to both new and established companies.

Distributed bi-monthly, this publication gives suppliers to the industry a unique promotional and advertising opportunity. Our news and editorial content is provided by manufacturers, suppliers, industry experts and our production staff from all over the world.

If you are looking at ways to develop your business and reputation within the industry, the place to be seen is the VISUAL IMPACT MAGAZINE.

**DISTRIBUTION**

Each issue of VISUAL IMPACT MAGAZINE is distributed to 9500 readers across Australia, New Zealand and internationally to the following industry segments

- Airbrush Artists
- Architects
- Display Builders / Designers
- Embroidery
- Engraving / Router Industries
- Flags / Banner
- Graphic Designers
- Large Format Digital Printing
- Laser Cutting
- Neon and Illuminated
- Offset Printers
- Screen Printers
- Sign Fabricators
- Signwriters
- Trophies
- Vinyl Only Signs

**MAGAZINE ENQUIRIES**

All Advertising, editorial and production enquiries can be made to:

**Peter Harper** (General Manager)  
**VISUAL INDUSTRIES SUPPLIERS ASSOCIATION**  
**T:** +61 2 9868 1577  
**F:** +61 2 9869 0554  
**M:** 0418 267 952  
**E:** [sales@visa.org.au](mailto:sales@visa.org.au)  
**W:** [www.visa.org.au](http://www.visa.org.au)  
 PO Box 3723 Marsfield NSW 2122  
 Shop 3/123 Midson Road Epping NSW 2121

VISUAL IMPACT PROMOTIONS can provide editorial and advertising design support on request. Additional costs apply. Please contact VISUAL IMPACT PROMOTIONS for more details.

**ADVERTISING MATERIAL AND EDITORIAL DEADLINES FOR 2010 – 2011**

These are final and critical deadlines for this publication. Advertising Bookings should be made by 7 days prior to this date.

- March / April 2010 Issue (with The Cutting Edge magazine) ..... Monday 1 February 2010
- May / June 2010 Issue ..... Monday 5 April 2010
- July / August 2010 Issue (with The Cutting Edge magazine) ..... Monday 31 May 2010
- September / October 2010 Issue..... Monday 2 August 2010
- November / December 2010 Issue (with The Cutting Edge magazine) ..... Monday 4 October 2010
- January / February 2011 Issue ( with Buyers Guide magazine) ..... Monday 29 November 2010

Advertising bookings cancelled within 7 days of deadlines will incur a cancellation fee of 10% OF THE TOTAL COST OF ADVERTISING BOOKED.



2010

## DISPLAY ADVERTISING VISUAL IMPACT MAGAZINE AUSTRALASIA

Size/ Position	Casual Advertising		3 Insertions		6 insertions	
	Member	Non member	Member	Non Member	Member	Non member
Front Cover Panel	1550	1750	1450	1650	1350	1550
Back Cover	3000	3300	2750	2650	2500	2750
Inside Front Cover	3000	3300	2750	2650	2500	2750
Inside Back Cover	3000	3300	2750	2650	2500	2750
<i>10% Loading on Inside Cover and centre spread</i>						
Double Page Spread	4450	4800	4250	4600	4000	4400
Full Page RHS	2700	2900	2500	2700	2300	2530
Full Page LHS	2400	2600	2200	2400	2000	2200
Half Page Horizontal RHS	1600	1760	1450	1595	1350	1485
Half Page Horizontal LHS	1500	1650	1250	1380	1150	1265
Third page Vertical RHS	1400	1550	1250	1400	1100	1250
Third page Vertical LHS	1200	1350	1050	1200	950	1050
Quarter Page RHS	1150	1250	1050	1150	950	1050
Quarter Page LHS	950	1050	850	950	750	850
Upto A4 inserts	2500	2700	2300	2500	2000	2200
A4 + size inserts to 4 pages					3000	3300
<i>* All Inserts placed in TSA section</i>		<i>** All prices are in AUS</i>		<i>*** All Prices exclude GST 10%</i>		

### ADVERTISING SPECIFICATIONS

#### Double Page Spread: (bleeding advertisement)

Trim ..... 297mm (h) x 420mm (w)

Image\* ..... 277mm (h) x 400mm (w)

Bleed (5 mm on all sides) ..... 307mm (h) x 430mm (w)

(\*please allow for 10mm of clear space between the spine free of type and critical elements)

#### Single Page: (bleeding advertisement)

Trim ..... 297mm (h) x 210mm (w)

Image\* ..... 277mm (h) x 190mm (w)

Bleed (5 mm on all sides) ..... 307mm (h) x 220mm (w)

#### Half Page Horizontal: (floating advertisement)

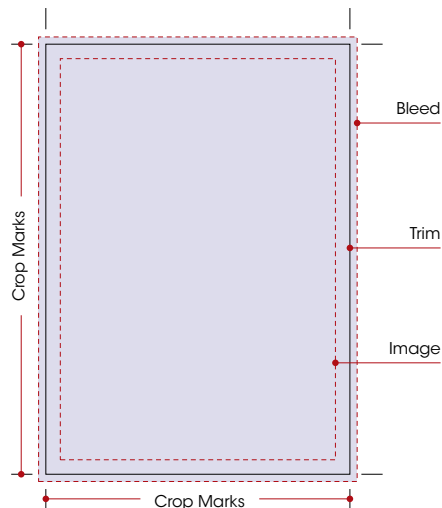
Trim ..... 138.5mm (h) x 200mm (w)

#### Third Page Vertical: (floating advertisement)

Trim ..... 287mm (h) x 60mm (w)

#### Quarter Page: (floating advertisement)

Trim ..... 138.5mm (h) x 95mm (w)



- All advertisements are to be supplied to the VISUAL IMPACT MAGAZINE advertising sales representative.
- The finished size of the publication is A4 and is printed on high quality stock in 4 colour process.
- All rates for advertisements are inclusive of 4 colour process (unless otherwise stated).
- All artwork must be supplied as **CMYK at 300 dpi** (maximum line screen of 150 lpi). **No RGB or spot colour** please.
- The following format is preferred: **High resolution PDF** with **all fonts embedded or converted into outlines**.
- The following formats are accepted via CD or DVD: **MAC Format InDesign CS file** (with **all fonts and pictures supplied** on CD/DVD); **Illustrator EPS** (with **all fonts and pictures supplied** on CD/DVD); **High resolution CMYK TIFF** file.
- **All advertisements are to be supplied to the correct specifications.** Failure to supply an advertisement to the correct specifications may result in extra charges being incurred by the advertiser.
- **Crop marks/registration marks are to be placed on the outside of the trim/bleed area.** Please ensure that crop marks do not sit inside the advertisement artwork as they risk being printed.
- Should you require assistance with the production of artwork, please contact **Peter Harper**, General Manager. Assistance with artwork may then be considered. Additional costs apply.
- Production costs of any loose or bound inserts are at the advertiser's own expense, as well as the cost of delivery to the publisher's specified address.
- The publisher takes no responsibility for advertisements that print incorrectly, or for any omissions that occur, unless a hard copy high resolution digital colour proof is supplied with the advertisement
- 10% positional load applies for inside front cover, back cover and inside back cover positions.

Please note: items highlighted in red indicate the specific parameters your advertisement must adhere to.