

AUSTRALIAN STAINLESS  
**REFERENCE MANUAL 2019**

MEDIA KIT



## 2012 REFERENCE MANUAL

- ✓ 3,500+ hard copies distributed to architects, engineers, council and government bodies.
- ✓ Promoted and distributed via industry events including educational workshops with Engineers Australia and face-to-face lunch-and-learn seminars.
- ✓ Essential technical guide to stainless steel with over 200 pages of valuable information.
- ✓ One of ASSDA's most well-respected and sought-after publications.

# AUSTRALIAN STAINLESS REFERENCE MANUAL

## PUBLICATION PROFILE

Often referred to as the 'stainless steel bible', the *Australian Stainless Reference Manual* is an industry guide and comprehensive resource to stainless steel.

First published in 1996, the 2019 Reference Manual will be the 8<sup>th</sup> edition. The Reference Manual is 220-page publication featuring well-constructed text, carefully selected photographs and high production values. It is designed to stand as an informative reference tool and essential guide for anyone connected with the building, manufacturing and design industries.

The Reference Manual opens with a useful introduction to the material, contains a wealth of technical information, guidance on relevant national and international standards, an extensive glossary of stainless steel terminology and a full listing of ASSDA Members, ASSDA Accredited Fabricators and their services. Technical sections of the manual includes valuable information:

- › Properties and performance
- › Grade selection
- › Surface finishes
- › Design
- › Fabrication
- › Product specifications
- › Conversion tables

## DISTRIBUTION

The Reference Manual is a well-respected publication aimed at assisting specifiers, fabricators and end-users of stainless steel in Australia.

Promoted heavily as the one-stop guide to everything stainless, readership includes a wide audience of stockists, distributors, fabricators, architects, designers, engineers, asset owners, service providers, overseas mills, government and council bodies and other chief decision makers.

Every ASSDA Member receives a number of free Reference Manuals depending on their level of membership, and the publication is also distributed via ASSDA industry events, workshops and specifier presentations.

As the mouthpiece of the Australian stainless steel industry, the *Australian Stainless Reference Manual* gives you an unparalleled medium for communicating with potential clients and industry contacts.

## PRODUCTION

The *Australian Stainless Reference Manual* is published by the Australian Stainless Steel Development Association (ASSDA).

Level 9, 307 Queen Street  
Brisbane, QLD 4000

+61 7 3220 0722  
www.assda.asn.au

## HISTORY

Edition 1: 1996  
Edition 2: 1998  
Edition 3: 2001  
Edition 4: 2002  
Edition 5: 2005  
Edition 6: 2008  
Edition 7: 2012

## FACTS

Print run: 4,000 hard copies  
Online: Interactive, licensed PDF available  
Language: English  
Frequency: Currently a 5-7 year publication  
Pages: +/- 220 pages  
Price: From AU\$66  
Size: 210mm (w) x 297mm (h)

## RATES

Half-page advert from AU\$2,500 and full-page advert from AU\$4,500.

Prominent pages - inside front cover, centre page spread, inside back cover and back cover - are tendered to all interested parties (must be an ASSDA Member). Minimum bids apply.

## PAST ADVERTISERS (2012)

B&R Enclosures, Sandvik Australia, MME Surface Finishing, Geordi Stainless, M&S Stainless Supplies, Ancon Building Products, Aqseptence Group, G&B Stainless, TFG Group, TiVox, A&G Engineering, Columbus Stainless, BRIDCO, Furphy Engineering, Hatch Associates, JMA Engineering, Stoddart, Midway Metals, SFI Australia, Balustrading WA, Coventry Fasteners, Prochem Pipeline Products, Valbruna Australia, Hobson Engineering.

## CONTACT

Lissel Pilcher, General Manager  
lissel@assda.asn.au

Tina Belesis, Marketing and Administration Coordinator  
tina@assda.asn.au

Edition 8 (2019) to be published mid 2019.

# PROMINENT POSITION ADVERTISING TENDER

ASSDA invites all interested parties to tender for the prominent positioning pages in the 2019 *Australian Stainless Reference Manual*. **You must be an ASSDA Member to be eligible to bid for a prominent position.**

The following full-colour, full-page (A4) advertisements are open for tender:

Inside front cover	\$5,500 minimum bid
Inside back cover	\$5,500 minimum bid
Centre page spread	\$6,500 minimum bid
Back cover	\$7,500 minimum bid

You may tender for more than one position, however there is a limit of one prominent position per company. Please complete the following form and return to ASSDA by the specified date.

## COMPANY DETAILS

FIRST NAME	<input type="text"/>
SURNAME	<input type="text"/>
COMPANY	<input type="text"/>
POSITION	<input type="text"/>
POSTAL ADDRESS	<input type="text"/> <input type="text"/> <input type="text"/>
TELEPHONE	<input type="text"/>
MOBILE	<input type="text"/>
EMAIL	<input type="text"/>

## TENDER

My company wishes to make a tender offer for the following amount for a priority position page:

INSIDE FRONT COVER	<input type="text"/>
INSIDE BACK COVER	<input type="text"/>
CENTRE PAGE SPREAD	<input type="text"/>
BACK COVER	<input type="text"/>

If my tender is unsuccessful, I wish to reserve and be invoiced for the following advertisement(s) at the standard rate:

<input type="checkbox"/>	HALF-PAGE ADVERT \$2,500 (MEMBER RATE)	QUANTITY (NO. OF PAGES)	<input type="text"/>
<input type="checkbox"/>	FULL-PAGE ADVERT \$4,500 (MEMBER RATE)	QUANTITY (NO. OF PAGES)	<input type="text"/>

A discount of 12.5% applies to multiple page bookings (excluding prominent position pages).

*By completing this section and signing this form, you understand and agree to the rules of the tender and terms and conditions as outlined in this Media Kit.*

SIGNATURE	<input type="text"/>
DATE	<input type="text"/>

**TENDER CLOSING:**  
**5.00PM (AEST)**  
**THURSDAY 28 FEBRUARY 2019**

Please return signed form to ASSDA:  
assda@assda.asn.au

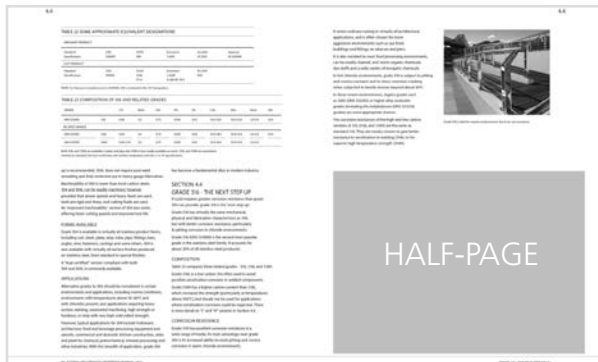
ASSDA will send you a confirmation when your bid is received. Successful bidders will be contacted on Friday 1 March 2019.

# STANDARD ADVERTISING BOOKING FORM

Advertising rates for the 2019 edition are as follows:

## HALF-PAGE ADVERT

ASSDA Members \$2,500  
 Non-Members \$3,500



## FULL-PAGE ADVERT

ASSDA Members \$4,500  
 Non-Members \$5,500



## COMPANY DETAILS

FIRST NAME

SURNAME

COMPANY

POSITION

POSTAL ADDRESS

TELEPHONE

MOBILE

EMAIL

## BOOKING

Please reserve the following for my company's advertising requirements and invoice me according:

HALF-PAGE ADVERT QUANTITY (NO. OF PAGES)

FULL-PAGE ADVERT QUANTITY (NO. OF PAGES)

A discount of 12.5% applies to multiple page bookings (excluding prominent position pages)

*By completing this section and signing this form, you understand and agree to the terms and conditions as outlined in this Media Kit.*

SIGNATURE

DATE

**ADVERTISING BOOKING DEADLINE:**  
**5.00PM (AEST), THURSDAY 7 MARCH 2019**

Please return signed form to ASSDA:  
 assda@assda.asn.au

# TERMS AND CONDITIONS

1. All advertising rates in this Media Kit include GST.
2. Cost of advertisement does not include the production of artwork. ASSDA can recommend agencies to assist with the production of advertising.
3. Multiple page bookings (excluding prominent pages) receive a 12.5% discount.
4. Positioning of all advertising is at ASSDA's discretion. This term excludes prominent positioning (inside front cover, centre page spread, inside back cover and back cover).
5. ASSDA reserves the right to reject any unsuitable material.
6. ASSDA takes no responsibility for the damage or loss of material.
7. Advertising cost does not include artwork compilation. ASSDA can recommend creative/graphic design agencies where required.
8. Advertising bookings will not be confirmed unless the the booking form is signed and returned to ASSDA by the specified date.
9. In addition, payment for all advertising is required within 7 days of booking to confirm your space.
10. Cancellations for any advert bookings after 5.00pm (AEST) 7 March 2019 will be fully charged.
11. All artwork for advertisements must be supplied to ASSDA by 5.00pm (AEST) 21 March 2019.

## RULES OF TENDER

1. All bidders must belong to an ASSDA Member organisation.
2. ASSDA will accept the highest tender offered for each prominent position that is placed in writing and returned to ASSDA on the contact details provided.
3. Tenders can be resubmitted at any time during the tender process. The final closing date for all tenders is 5.00pm (AEST) Thursday 28 February 2019. No bids will be accepted after this time.
4. Tender prices offered cannot fall below the specified reserve price amount.
5. You may tender for more than one position, however, there is a limit of one prominent position per company.
6. ASSDA will contact each successful bidder on 1 March 2019. Unsuccessful bidders will be notified via email and given the opportunity to reserve a standard advertising space(s) prior to the deadline 7 March 2019.
7. Successful bidders will be required to provide payment for advertising within 7 days upon being notified of a successful bid.
8. In the event that the successful bidder withdraws their prominent page booking after being notified and before 5.00pm (AEST) 6 March 2019, the second highest bidder for that particular prominent page will be awarded the advertising space.
9. Organisations cannot cancel their prominent page booking after 5.00pm (AEST), 7 March 2019, and will be fully charged after this time.
10. All tender submissions are strictly private and confidential, and under no circumstances will be shared or promoted during and after the tender process.

# ARTWORK SPECIFICATIONS

## PRINTING SPECIFICATIONS

Size	Approx 220pp text + 4pp cover, burst bound
Cover	170gsm, matte celloglazed
Text	85gsm
Dimensions	210mm (w) x 297mm (h)
Colour	CMYK

## GENERAL SPECIFICATIONS

Suppliers of digital material are responsible for checking that all files are complete and correct before submission. Any work required to update files or process non-compliant material may incur a charge.

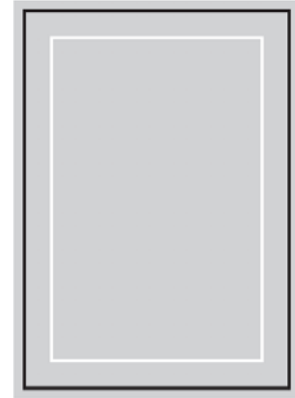
Software	InDesign, Photoshop, Illustrator and Adobe Acrobat to our specifications. <i>We do not accept PageMaker, Freehand, CorelDraw, Microsoft Word, Microsoft PowerPoint, Microsoft Excel or Microsoft Publisher.</i>
Fonts	All fonts, both printer and screen fonts, must be embedded and or supplied.
Colour	Text and images must be supplied CMYK. No RGB or other colour formats. No embedded colour profiles. Spot colours must be converted to CMYK.
Proof	A digital colour-correct proof is recommended for all supplied artwork as a visual guide for the colour and content. ASSDA cannot be held responsible if the printed result contains colour variations or missing content (not caused by us), if you choose not to supply a colour-correct proof.
Images/Logos	Resolution 300dpi or better at 100% scaling (the final size at which they will be used).
Bleed	Where required, bleed should be at least 3mm; 5mm is recommended.
Crop Marks	Offset all crop and registration marks by at least 3mm, so they clear the bleed.
PDF Files	When creating high-resolution PDFs, please ensure: All fonts are embedded Images are CMYK and at least 300dpi Black text is set to overprint Bleed and crop marks included where required.

## CONTACT

Lissel Pilcher  
General Manager  
+61 7 3220 0722 | [lissel@assda.asn.au](mailto:lissel@assda.asn.au)

Tina Belesis  
Marketing and Administration Coordinator  
+61 7 3220 0722 | [tina@assda.asn.au](mailto:tina@assda.asn.au)

## PAGE SPECIFICATIONS



### FULL-PAGE

Trim size: 210mm (w) x 297mm (h)

Bleed size: 220mm (w) x 307mm (h)  
*(Includes 5mm bleed to all edges)*

Type area: 190mm (w) x 277mm (h)  
*(Allows for 10mm margin on all edges)*



### HALF-PAGE

Size: 180mm (w) x 130mm (h)  
*(No bleed)*

# ABOUT ASSDA

Stainless steel is one of the largest growth industries of the past 100 years. Since 1950, worldwide production has expanded from about 1 million tonnes to more than 48 million tonnes in 2017. During this time, the image of stainless steel has changed from an exotic, specialist alloy to an everyday material used in high quality, durable products.

The **Australian Stainless Steel Development Association (ASSDA)** was established in 1992 to address and harness stainless steel's growth trend in Australia.

It is a not-for-profit organisation with a single purpose: *To increase the consumption, and promote the correct use of, stainless steel in Australia.*

ASSDA aims to foster the understanding and use of stainless steel in Australia by developing the competence and efficiency of the industry through promotion, education and training, the provision of adequate technical advice and industry accreditation.

The Association could not continue without the valuable support of its 150+ member organisations who work with it to grow the market for stainless steel.

## ASSDA PLATINUM MEMBERS





# CONTACT

For more information on the *Australian Stainless Reference Manual* or to book your advertising, please contact:

**Lissel Pilcher**

General Manager

+61 7 3220 0722 | [lissel@assda.asn.au](mailto:lissel@assda.asn.au)

**Tina Belesis**

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Helping us to grow your business and grow the industry.