

# AUSTRALIAN STAINLESS

SPECIALISING IN STAINLESS STEEL AND ITS APPLICATIONS

## PROMOTIONAL OPPORTUNITIES

IN THE AUSTRALIAN STAINLESS STEEL DEVELOPMENT ASSOCIATION'S FLAGSHIP PUBLICATION



### Publication Profile

*Australian Stainless* is the Australian Stainless Steel Development Association's flagship publication and specialises in stainless steel and its applications.

Since 1993, *Australian Stainless* has been a high-quality, full colour magazine, featuring carefully selected photographs and well-constructed text with high production values that convey the quality of stainless steel — its elegance and durability. Since shifting to the online environment in late 2009, new articles are now posted to the magazine online (with subscribers informed via email when there is new material to view). ASSDA continues to strive for the same level of quality that was provided in the printed form.

While no longer printed on a quarterly basis, ASSDA intends to print occasional copies of *Australian Stainless* to ensure long-standing readers who prefer the printed form are kept informed. *Australian Stainless* - in both its printed and online forms - is designed to stand as an informative reference tool and as an important source of news about the stainless steel industry.

### Readership

Prior to shifting online, *Australian Stainless* was distributed quarterly to more than 7500 subscribers. Online subscriptions are still growing towards this goal and, as the mouthpiece of the Australian stainless steel industry, *Australian Stainless* gives you an unparalleled medium for communicating with potential clients and industry contacts.

The magazine is circulated to architects, designers, engineers, developers, councils, government bodies, industry representatives and other key decision-makers.

### Media and Publicity

Following the release of each edition of *Australian Stainless* magazine, ASSDA produces selected featured articles of stainless steel applications and technical articles as media releases.

These media releases are then syndicated to trade and industry media for further publication and exposure to a wider audience.

Articles featured in *Australian Stainless* (printed and online version) are also added to the ASSDA website — this medium provides exposure to the global community through powerful search capabilities and attracts around 15,000 hits per month.

### Advertising and Production

*Australian Stainless* is published by the Australian Stainless Steel Development Association-  
Level 15, 215 Adelaide Street  
Brisbane Qld 4000 Australia  
Phone: 07 3220 0722  
Fax: 07 3220 0733  
Email: [siri\\_g@assda.asn.au](mailto:siri_g@assda.asn.au)  
Web: [www.assda.asn.au](http://www.assda.asn.au)

ASSDA

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## ADVERTISING RATES PRINTED EDITION 2010

**SPONSORSHIP** (1 edition only - August 2010) **\$2,200**

Logo on front cover and banner advertisement inside (180mm x 40mm) on page 3.

### GENERAL ADVERTISING SCHEDULE

#### Australian Stainless 2010 - 1 edition only

	Member	Non-Member
60 mm x 60 mm (single column width)	\$572	\$649
120 mm x 60 mm (two column widths)	\$957	\$1067
180 mm x 40 mm (three column widths)	\$1221	\$1320

Prices for inserts may be negotiated upon request  
(limited to one insert per edition and one insert per company per year)

#### Note:

Advertising for *Australian Stainless* in 2010 is for a single issue only.

The magazine is printed on a seasonal basis, at dates decided at ASSDA's discretion.

Advertising rates include GST.

All advertisements are full colour.

Advertising space will be strictly allocated on a first in, first served basis.

Advertising and/or sponsorship is restricted to one per company.

**PAYMENT IS REQUIRED WITHIN 14 DAYS OF BOOKING TO CONFIRM YOUR ADVERTISING SPACE.**

#### Contact:

Contact Siri Grabski at ASSDA to book your advertising space

Australian Stainless Steel Development Association

Ph: (07) 3220 0722 Fax: (07) 3220 0733

Email: [siri\\_g@assda.asn.au](mailto:siri_g@assda.asn.au)

### CONDITIONS

- Position is at the publisher's discretion (unless prior arrangement)
- The publisher reserves the right to reject unsuitable material
- Return of the material must be requested within 30 days from the publication date
- The publisher takes no responsibility for damage or loss of material

**Special positions** 10% above general rate (availability at publisher's discretion)

**Material required** Artwork on CD for Apple Mac. Adobe InDesign, Illustrator or Photoshop files are accepted.  
Ensure all fonts and images are packaged with file.

OR supply an image file in PDF, TIFF or JPEG format. High resolution PDF files preferred.  
Images must be in CMYK (not RGB) and high resolution (300dpi).

**Artwork** Rates on application

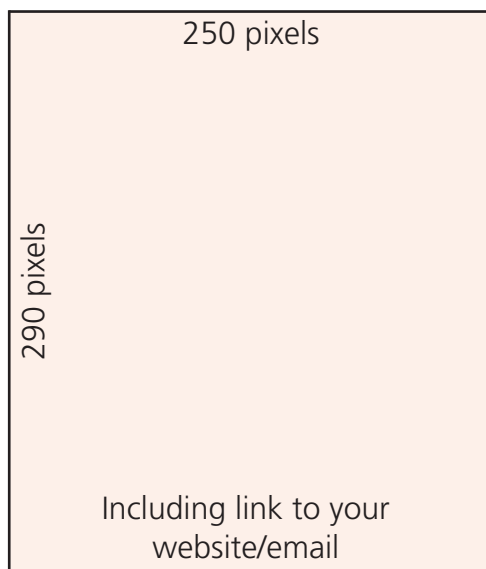
**Cancellations** Cancellations after 1 month prior to date of publication shall be charged

**Booking deadlines** 31 July 2010

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## ADVERTISING RATES ONLINE 2010



### **LARGE** (250 x 290 pixels)

Monthly \$2,200

Quarterly \$6,000  
(Prices include GST)

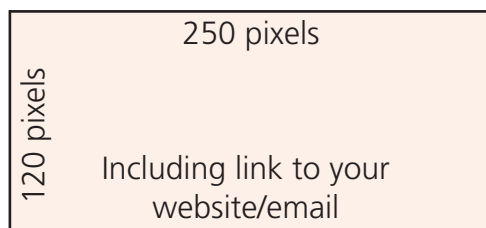
### MEMBERS' WINTER SPECIAL

**ASSDA Members** receive a

# 50% discount

on all online advertising rates.

(for confirmed bookings received by July 31, 2010)



### **SMALL** (250 x 120 pixels)

Monthly \$1,600

Quarterly \$4,300  
(Prices include GST)

**Additional sizes** and **Sponsorship Packages** are also available on application. Contact Siri Grabski at [siri\\_g@assda.asn.au](mailto:siri_g@assda.asn.au) or call (+61 7) 3220 0722.

### FINISHED ADVERTISEMENTS

Please ensure font size is a minimum of 10pt and at least a medium weight.

Finished advertisements must be supplied as a 72dpi RGB jpg. Other formats may be acceptable upon application.

### SUPPLYING MATERIALS FOR ASSDA TO CREATE ADVERTISEMENT

Images - All images supplied must be a minimum dimension of chosen advertising size and be 72 dpi.

Text - Clear text is to be supplied in Word file format and include the correct URL or email address that your advertisement is to be linked to.

### CONTACT

Siri Grabski  
ASSDA Publications Manager  
Email: [siri\\_g@assda.asn.au](mailto:siri_g@assda.asn.au)  
Phone: (+61 7) 3220 0722

### CONDITIONS

- Position on [www.assda.asn.au/blog](http://www.assda.asn.au/blog) is at the publisher's discretion (unless prior arrangement).
- The publisher reserves the right to reject unsuitable material.
- The publisher takes no responsibility for damage or loss of material.
- Cancellations will incur a fee.
- ASSDA reserves the right to reduce file sizes to maintain an appropriate download time.