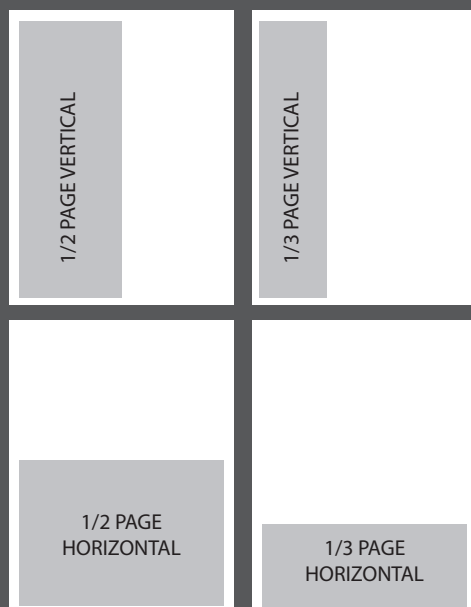
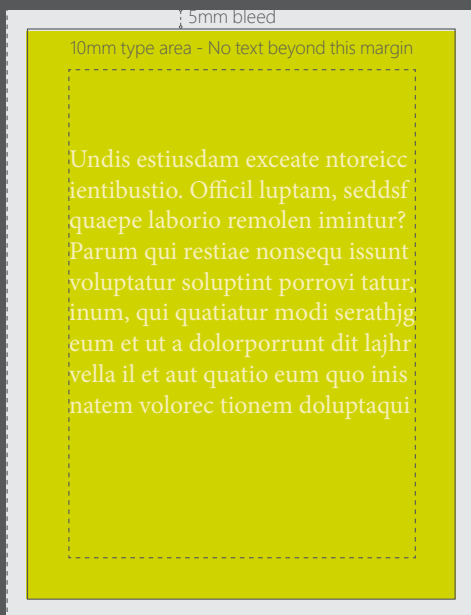


2024 ADVERTISING RATES

Appita is the leading not-for-profit industry association supporting the advancement of the Australian and New Zealand pulp, paper, packaging and bioproducts industries.



Appita reserves the right to refuse any advertisement which is deemed unsuitable for inclusion in the Appita magazine.

For advertising contact:

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jenny@appita.com
www.appita.com

Appita magazine

1. MAGAZINE RATES (Australian dollars excl gst)

Prices are per Advert	Once	2 Issues	3 Issues	4 Issues
Full Page	2280	2223	2166	2052
Half Page	1980	1931	1881	1782
One Third Page	1331	1298	1264	1198
Inside Front Cover	2560	2496	2432	2304
Inside Back Cover	2560	2496	2432	2304
Outside Back Cover	2680	2613	2546	2412

Appita Members: 20% discount applies. Agency: 10% discount applies.

2. ADVERTISING DESIGN SPECIFICATIONS

Inside (width x height in mm)	
Full page	210 x 297
Half page	210 x 148
Half page vertical	105 x 297
One third page horizontal	210 x 99
One third page vertical	70 x 297
Cover	210 x 297

3. CONTENT & ADVERTISING DEADLINES

2023 Issues 1 - 4	Content/Advert Deadline	Distribution Date
January-March 2024	14 Feb 2024	28 Mar 2024
April-June 2024	16 May 2024	27 Jun 2024
July-September 2024	15 Aug 2024	26 Sep 2024
October-December 2024	14 Nov 2024	19 Dec 2024

4. TECHNICAL SPECIFICATIONS

- All advertisements must have a type area of 10mm in from edge.
- Digital artwork supplied at 300dpi.
- Files supplied as high res PDF or JPEG (minimum 5 KB).
- Files set to CMYK, black & white artwork set to grayscale or bitmap.
- All screen and printer fonts and linked images must be supplied if not embedded in the file.
- Advertisements may be scaled proportionately to fit and/or suit a page layout, therefore, font size should not be smaller than 7pt.
- Advertisements may bleed to the edge of page or be cropped accordingly.