

SANDRINGHAM YACHT CLUB

2021 - 2022 CLUB DIARY

ADVERTISING RATE CARD



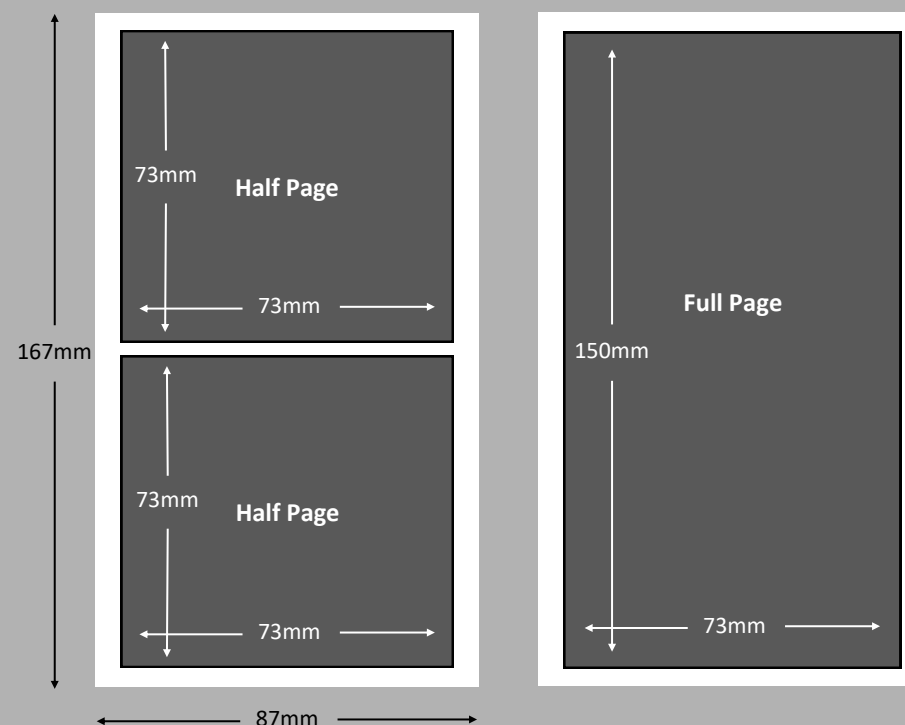
The Sandringham Yacht Club Annual Club Diary is for all members and includes all the club's sailing events for the sailing season (October - September), as well as the club's office bearers, social and special events, reciprocal clubs, a complete listing of all members and boats. It is the go to source of information for all members.

Advertisers are given the choice of having their ad printed in **full colour** or black and white. With 3,200 diaries printed, advertising provides great exposure for your business.

POSITION	SIZE	HEIGHT x WIDTH	PRICE (ex. GST)
General Placement	Half Page	73mm x 73mm	\$505
General Placement	Full Page	150mm x 73mm	\$835
Inside Front Cover	Half Page	73mm x 73mm	\$620
Inside Front Cover	Full Page	150mm x 73mm	\$895
Inside Back Cover	Half Page	73mm x 73mm	\$620
Inside Back Cover	Full Page	150mm x 73mm	\$895
Outside Back Cover	Full Page	150mm x 73mm	\$1200

BOOKING DEADLINE	ARTWORK DEADLINE
Friday 13 August	Friday 20 August

VISUAL + IMAGE SIZE GUIDE



More information + bookings

Contact Naomi Smith

P - 03 9599 0999 E - naomi.smith@syc.com.au

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ADVERTISEMENT SPECIFICATIONS



Colours

Advertisements should be supplied in process CMYK. Although files in RGB will be accepted, the colours will not be as vibrant as expected. Solid Black backgrounds should include 60% Cyan, 20% Magenta, 20% Yellow and 100% Black. Black text should only be 100% Black.

Image Resolution

When supplying images it is preferable that they are at least 200-300dpi at 100% scale.

Type

No type should be any smaller than 6pt. Reversed type should not be a thin/light style.

Formats

Final Advertisements should be supplied at 100% size as a PDF file with all fonts embedded or outlined. JPEGs, TIFFs and PSD files are also acceptable in 300dpi at 100%.

Supplying your Advertisement

When supplying your final advertisement, please make sure you include your business name, a contact and contact phone number, in case there are any problems with your file. Where possible, please provide a laser print of your supplied advert.

Your file/s can be emailed to: mail@bizworks.com.au

Any material over 6MB should be sent via an online file sharing method (eg. Drop Box, Hightail, WeTransfer etc.) Alternatively you can mail a CD/USB stick to our Brighton Office address. Please provide a self addressed envelope if you require your CD/USB to be returned.

Disclaimer

While we may verify that the supplied advertising material is within the diary specifications, it is the responsibility of the client/agency to supply/approve correct material within the required deadline. Late or incorrect materials are liable to incur additional production charges.

Bizworks

GENERAL PRINT • DESIGN

Unable to supply a print ready advert?

Bizworks printing can create one for you!

Our ongoing relationship with the Sandringham Yacht Club allows us to offer you an affordable solution for the design/creation of your advertisement.

Simply provide us with copy (text), high resolution images and or logos and our design department will lay out your ad for you.

Within a week, you should receive a sample of your advert for you to approve or make alterations.

**All advertisements must be approved in writing no later than the 22nd of August.*



03 9592 9093