



## ADVERTISING OPTIONS

Aviation Trader is a 'free format' publication offering clients the opportunity to advertise in boxed display format or classified format and in mono or colour. Display advertising can be placed in the general section which forms the bulk of the publication or in the specific 'targeted' sections that follow. Current sections include Holiday and Short Stay Destinations, Flight Connected Real Estate, Employment and Training. A Classified section follows for line ads (maximum 10 lines) with an accompanying photograph if desired. Display ads can be sized in depth from 2 cms to 38 cms and in width 2 columns (7.3cm wide), 3 columns (11.1cm wide), 4 columns (14.9cm wide), 5 columns (18.7cm wide) or 7 columns (26.3cm wide). Display advertising pages are built using a sophisticated placement technique that employs size, content and style as key inputs. Classified advertisements are placed in pre determined categories and listed in alphabetical order.

## ADVERTISING RATES

Our advertising team would be pleased to discuss advertising options with you and to provide a fixed price quotation. To discuss your requirements freecall **1800 025 776** or email us at: [ads@aviationtrader.com.au](mailto:ads@aviationtrader.com.au) with a specific request.

## DESIGN

Many advertisers choose professional design houses to optimize the presentation of their advertisements. Alternatively, you can take advantage of our professional layout service designed to help clients develop advertising concepts and effective presentations. This service is currently free of charge.

## EXPRESS WEB UPLOADS

We are now in a position to offer an express web upload service. This allows us to present advertisements in our 'Latest Listings' homepage space within one hour of receipt. This service will suit advertisers who may have missed a monthly deadline or who wish to give themselves the opportunity to promote or sell a product between issues. 'Latest Listings' advertisements are currently only offered to clients with a confirmed print booking.

## COPY / FILE COMPATIBILITY

A print ready PDF file is the preferred file type for clients wishing to supply their final material for print. Currently most software allows the user the option to export or save as a PDF.

**Creating Your PDF:** It is essential that our Distiller job options be used when creating PDFs to ensure compatibility. These can be emailed upon request. Clients should also advise their name and that of the advertiser if different, preferred ad size and the issue or issues in which it is to run.

**Copy also accepted by:** Email, fax, post or by phone for small display ads and classifieds.

**Graphics:** send as separate attached files in hi-resolution JPEG format. Email attachments must also be supplied in formats that are compatible with our design software and saved with the appropriate extensions. PDF (.pdf ext), JPG (.jpg ext), EPS (.eps ext), TIF (.tif ext), **Text:** Word (.doc ext), Text only (.txt ext).

**PLEASE DO NOT ATTACH IMAGES TO WORD DOCUMENTS, THEY WILL BE RECEIVED AS LOW RESOLUTION FILES.**

**Images:** If sending images, please ensure that they are of adequate resolution (min 200 dpi) and scanned no smaller than the size to be printed. Please note that some digital cameras on normal settings produce low resolution pictures (72 dpi) which are unsuitable for printing. Therefore please try to use a higher resolution setting on your camera prior to taking your photos. Also, some scanning programmes offer the option to save for web or print. **In this case select print.**

### Colour usage:

Save full colour images as CMYK **not** RGB.

## SPECIAL NOTE TO DESIGNERS

Aviation Trader is printed on 52gsm newsprint on a web offset press. When designing colour material, please avoid reverse type using small or fine fonts. Dot gain & paper stretching during the print process may effect registration precision. As a guide, a 9 point strong sans serif font should be considered an absolute minimum in this application. **Also please use process black (100% K) rather than registration black (made up of CMYK) to minimise offsetting.**

We also ask that when optimising images to be used in your supplied pdfs you lighten and sharpen the images more so than you would for a gloss publication. This will allow our print partner the opportunity to deliver the highest possible print quality. As a guide we do the following to our images in preparation for print. Using Adobe Photoshop we lighten the image using 'Curves', use the 'Brighten/Contrast' action in 'Adjustments' to adjust the contrast, and then the 'Unsharp Mask' in 'Filters' to sharpen the image for newsprint. Please contact our Production Team if you need any guidance in managing this process.

## CONTACTS

### Display, Classified and General Inquiries:

**Telephone:** ..... (02) 6622 2133

**Toll Free:** ..... 1800 025 776

**Fax:** ..... (02) 6622 2123

### Email

#### Display Advertising:

[ads@aviationtrader.com.au](mailto:ads@aviationtrader.com.au)

#### Classified Advertising:

[classies@aviationtrader.com.au](mailto:classies@aviationtrader.com.au)

## ACCOUNTS

For casual advertising, payment is required prior to publication. Payment by account may be approved for contract advertisers, agencies and government departments. Payment may be made by credit card (Mastercard or Visa) or direct deposit prior to each publication deadline date.

## Copy Deadline

**5 pm last Thursday each month**

**Bookings prior to deadline essential**

Advertisers should consider dispatching copy in time to allow for postal delays, public holidays, etc.