



**AUSTRALIAN RED POLL CATTLE BREEDERS INC**  
 ABN 57 926 822 056  
 Genetic Hub CSU, Wagga Wagga NSW 2678  
 Tel 02 6933 1214  
 Email [office@genetichub.com.au](mailto:office@genetichub.com.au)  
 Website: [redpoll.au](http://redpoll.au)

28 November 2023

**1. 2024 MAGAZINE**

Bookings are now open for the 2024 edition of the Annual Red Poll magazine. Please be aware that production dates will be strictly adhered to. To avoid disappointment please submit your advertisement well in advance of final dates.

To facilitate the production of a quality issue, with content readers find relevant and attractive, member support is critical. Please be sure to send in material on subjects you feel are relevant to the breed and members.

*Production Timeline*

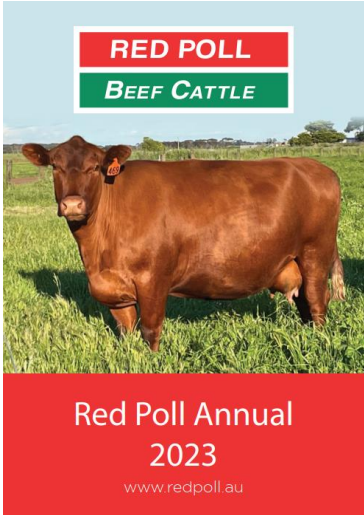
**LATEST BOOKING DEADLINE FRIDAY, DECEMBER 6<sup>TH</sup> 2023**

**ADVERTISING RATES, ALL FULL COLOUR**

(Premium positions)

<a href="#">Outside back cover</a>	\$904.55 + \$90.45 GST	\$995
<a href="#">Inside front cover</a>	\$795.45 + \$79.55	\$875
<a href="#">Full page</a>	\$668.18 + \$66.82 GST	\$735
<a href="#">Half page</a>	\$450.00 + \$45.00 GST	\$495
<a href="#">One third page</a>	\$331.82 + \$33.18 GST	\$365
<a href="#">Quarter page</a>	\$263.64 + \$26.36 GST	\$290
<a href="#">Eighth page</a>	\$213.64 + \$21.36 GST	\$235
<a href="#">Members listing</a> trading name, town, state, postcode and one phone number		\$90

Click the above links to book and pay at the Red Poll online store.



**ADVERTISING TERMS AND CONDITIONS**

- \* Prices include GST. There are no hidden additional costs
- \* 10% discount for two or more full-page ads
- \* Multiple display Ads totalling a full page or more will be discounted to the full-page rate or part thereof.

**PHONE, OR EMAIL NOW TO BOOK - LAST CHANCE.**

NOTE: Do not send any payment with your advertisement. You can pay online when you book or submit or will receive a tax invoice from ARPCBI after publication.

## IMPORTANT INFORMATION

- If you do not have an advertisement already made up the publishers will do this for you at no extra cost. Just send them a thumbnail (rough design) along with any photos and words you want included. A first and a final proof will be faxed, emailed or posted to you for approval.
- Photographs sent for inclusion, either electronically or by post, **must have full captions** and, if applicable, the names of those appearing in the photograph. Please ensure hard copy photographs are labelled with a return address. Do not write directly on the back of hard copy photographs.
- Large groups of photos should be burnt to a CD and posted with a printed copy identifying the photos with captions. Photos of fewer than 5 megabytes can be sent singly by email (along with a full caption).
- If you are providing text for the magazine and you're connected to the Internet, we'd prefer it sent electronically rather than faxed to save on valuable input time and reduce the possibility of errors. Stories can be input directly as text in an email if Word is not available.
- **Please scan photos to be sent by email at 100 per cent of the original size (minimum) and at least 300dpi (dots per inch).**
- Advertisements with more than 50 words of text should be typed in and sent by email so they can be copied directly and inserted on the ad.
- Poor quality home-designed advertisements sent as press-ready art may be rejected as unsuitable for publication. The Editor is happy to redesign/reproduce the ad as closely as possible free of charge. Poor quality photographs will not reproduce well.

## ALL BOOKINGS TO THE Genetic Hub OFFICE

Please return the booking sheet attached to email [office@genetichub.com.au](mailto:office@genetichub.com.au) or mail at Genetic Hub, PO BOX U66 CSU, Wagga Wagga NSW 2678

ADVERT SIZE	ADVERT DIMENSIONS (WIDTH X HEIGHT MM)
Outside Back Cover	210mm x 297mm plus bleed 5mm
Inside Front Cover	210mm x 297mm plus bleed 5mm
Full Page	210mm x 297mm plus bleed 5mm
Half page (portrait)	89mm x 273mm
Half page (landscape)	185mm x 132mm
Third page	185mm x 88mm
Quarter Page (portrait)	89mm x 132mm
Quarter Page (landscape)	185mm x 70mm
Eighth page (landscape)	89mm x 64mm

## Red Poll Magazine Advert Sizes

# 2024 RED POLL MAGAZINE BOOKING SHEET

HERD: \_\_\_\_\_ MEMBER: \_\_\_\_\_

ADVERTISEMENT SIZE Please tick

Outside back cover \$904.55 +\$90.45 GST \$995

Inside front cover \$795.45 + \$79.55 GST \$875

Full page \$668.18 +\$66.82 GST \$735

Half page \$450.00 +\$45.00 GST \$495

One third page \$331.82 + \$33.18 GST \$365

Quarter page \$263.64 + \$26.36 GST \$290

Eighth page \$213.64 +\$21.36 GST \$235

Members listing trading name, town, state, postcode and one phone number \$90

Special requirements: e.g., double page spread

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Signed:..... Date:.....

Return to ARPCBI by 6th December 2023

Post: ARPCBI Genetic Hub, PO BOX U66 CSU, Wagga Wagga NSW 2678

Email: Herd Ident, members name, special requirements and advert size to [office@genetichub.com.au](mailto:office@genetichub.com.au)