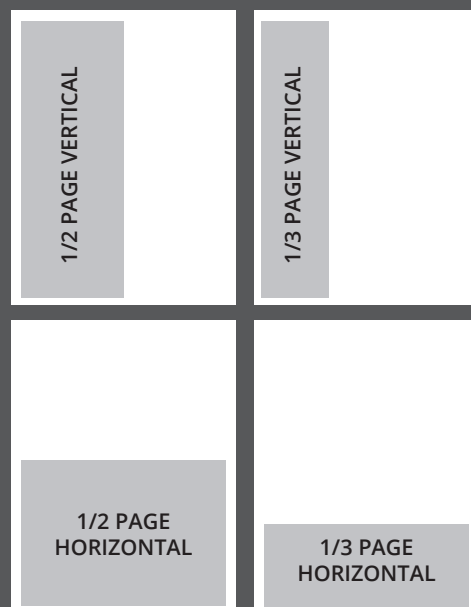
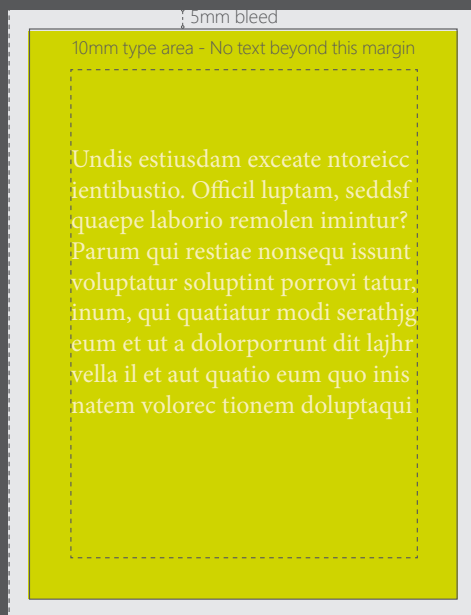


2021 PRINT ADVERTISING RATES

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:

Jenny Ponter
Tel: +61 (0) 3 9467 9722
jenny@appita.com
www.appita.com

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 280mm + 5mm bleed
Half page	210 x 140 + 5mm bleed
Half page vertical	105 x 280 + 5mm bleed
One third page horizontal	210 x 93 + 5mm bleed
One third page vertical	70 x 280 + 5mm bleed
Cover	210 x 280mm + 5mm bleed

3. CONTENT & ADVERTISING DEADLINES

2021 Issues 1 - 4	Content/Advert Deadline	Distribution Date
January-March 2021	17-Feb-21	14-Apr-21
April-June 2021	19-May-21	14-Jul-21
July-September 2021	25-Aug-21	20-Oct-20
October-December 2021	1-Nov-21	19-Jan-22

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.

2021 SUPPLIER NEWS GUIDELINES

SUBMISSION GUIDELINES

FORMAT: All emails must come in a format that can be edited (e.g. a word doc, PDF and/or text within the email)

WORD COUNT: Between 400-600 max words. Paragraphs followed by dot points work best online.

IMAGES: We require one image to be sent with each article. Ideal image ratio: 3/4 (width x height). At 1024 x 768 pixels or larger.

MAX EMAIL SIZE: 8MB

TIMING/SCHEDULING: if accepted, articles will be published in the next issue. We are unable to process more than one article for each sustaining member per issue. If sending more than one article, please attach each article to separate emails, and mark in order of priority (e.g. publish this 1st, 2nd, 3rd etc). This allows us to file and publish accordingly, and to ensure that your most recent news is not out-dated when finally published.

PUBLICATION NOTE: Articles will be assessed for relevance to Appita magazine readers, and it is up to the editorial team's discretion whether the submitted article is published.



WHY SUBMIT A SUPPLIER NEWS ARTICLE?

The Supplier News section of the magazine is designed for Appita Sustaining members to showcase their product or service, and demonstrate expertise in their associated field. Case studies have been proven to be one of the most effective ways of marketing a firm's expertise, product and services. Case studies provide the opportunity to serve up the most impressive statistics possible about time saved, costs reduced or other big wins.

WHO WILL READ YOUR ARTICLE?

Reach out to decision makers across the sector. Appita's readership includes managers, engineers, scientists, academics, and suppliers from across the pulp, paper, packaging and bioproducts sector. Readers who want to learn about new and innovative products and services, as well as find inspiration from case studies that provide real solutions to industry problems.

WHAT WORKS BEST?

- Case studies about products and services – articles that demonstrate how a product or service is being used effectively or innovatively to solve industry issues or provide business/process improvements
- A new product or service – focusing on key features and benefits
- Company news – awards and achievements related to new developments, new projects, solutions and R&D

SEND SUBMISSIONS TO:

Jenny Ponter
Tel: +61 (0) 3 9467 9722
jenny@appita.com
www.appita.com

KEY SUBMISSION DETAILS:

Email copy (400 to 600 words) in Word + at least 1x image (minimum 5 MB in size)