



# Advertisers' Kit

P.O. Box 87, Burwood, Vic. 3125  
Email: [advertise@burwoodbulletin.org](mailto:advertise@burwoodbulletin.org)  
Mobile 0413 412 844  
ABN: 90 904 070 125

Everything you need to place your advertisement in *The Bulletin* is in this 'Advertisers' Kit'.

Please contact [advertise@burwoodbulletin.org](mailto:advertise@burwoodbulletin.org) if you have any questions.

*The Bulletin* distributes 5000 copies quarterly throughout the cities of Boroondara and Whitehorse.

There are two options for advertising artwork:

1. Provide print ready artwork in the dimensions specified.
2. Our creative team can design your ad (free of charge).

Queries: [designer@burwoodbulletin.org](mailto:designer@burwoodbulletin.org) or 0413 412 844.

Advertising deadline for artwork is the 1st of Feb, May, Aug or Nov to ensure your advertisement is included in the next issue.

*The Bulletin* is a 56-page, full colour magazine, printed on high-quality paper – 115gsm Magno Silk.

## ADVERTISING RATES

All prices include GST. Some pages are sold in advance so please check availability. Prices may change from time to time – the latest details are available at <https://burwoodbulletin.org/advertise>

Ad Description	Price/issue	Dimensions
Eighth Page	\$98	w 9cm x h 6cm
Quarter Page - Vertical	\$185	w 9cm x h 13cm
Quarter Page - Horizontal	\$185	w 18.5cm x h 6cm
Half Page – Vertical	\$306	w 9cm x h 26.5cm
Half Page – Horizontal	\$306	w 18.5cm x h 13cm
Full Page (A4) Inset	\$485	w 18.5cm x h 26.5cm
Full Page (total coverage)	\$485	w 21.6cm x h 30.3cm (includes 3mm bleed)
Middle page (Left or Right)	\$537	w 18.5 x h 26cm
Inside front cover*	\$537	w 18.5 x h 26cm
Back Cover*	\$549	w 21.6cm x h 30.3cm (includes 3mm bleed)
<b>Front Page Banner* (foot of page)</b>	<b>\$400</b>	<b>w 21.6cm x 4cm (includes 3mm bleed)</b>
Classified Box ad (up to 6 lines)	\$55	w 5.5cm x h 3cm
Classified line ad	FREE	Name, Address & Phone number

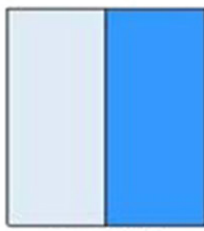
\* Premium placement

## ADVERTISEMENT SIZES

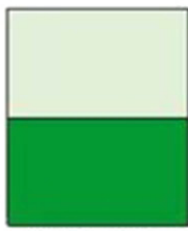
Below are examples of each advertisement size. Please note that positioning of advertisements in *The Bulletin* is at the discretion of the magazine. This is determined to maximise impact on readers.



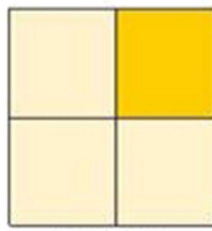
Full page



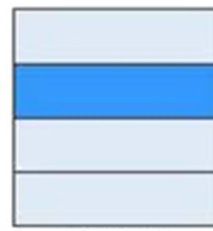
Half page



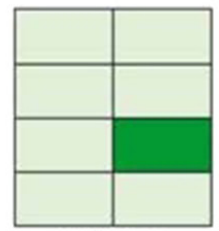
Half page



Quarter page



Quarter page



Eighth page

## ONLINE PROMOTION

All current Advertisers are listed (4-5 lines) on the "Our Advertisers" page of our website:

<https://burwoodbulletin.org/our-advertisers>

## ADVERTISING DEADLINES

Advertising deadlines are set in place to ensure the magazine is produced and distributed in a timely manner.

The deadline for 'ready print artwork' is **1 February** for Autumn issue, **1 May** for Winter issue, **1 August** for Spring issue and **1 November** for Summer issue.

If you require the services of our inhouse designer to produce your ad, the deadline is brought back by 2 weeks.

## ADVERTISEMENT CANCELLATION

Cancellations must be made before deadline (1 February, 1 May, 1 August or 1 November) by email to [advertise@burwoodbulletin.org](mailto:advertise@burwoodbulletin.org)



# Advertising Booking Form

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## ARTWORK

1. PRINT READY artwork is required by issue deadlines listed below.
2. Ad design (free service) – please contact our graphic artist ([designer@burwoodbulletin.org](mailto:designer@burwoodbulletin.org)) at least two weeks prior to deadline.

Contact Name			
Business Name and Street Address			
Contact numbers	Landline:	Mobile:	
Email			
Billing Contact Name <i>(if different to above)</i>			Billing email:
Ad Frequency	One-Off <input type="radio"/>	<input checked="" type="radio"/> Ongoing [booking form not required each issue; cancel at any time before deadline]	

Ad Description	Select Ad	Price/issue	Dimensions
Eighth Page	<input type="checkbox"/>	\$98	w 9cm x h 6cm
Quarter Page – Vertical	<input type="checkbox"/>	\$185	w 9cm x h 13cm
Quarter Page - Horizontal	<input type="checkbox"/>	\$185	w 18.5cm x h 6cm
Half Page – Vertical	<input type="checkbox"/>	\$306	w 9cm x h 26.5cm
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Full Page (A4) Inset	<input type="checkbox"/>	\$485	w 18.5cm x h 26.5cm
Full Page (total coverage)	<input type="checkbox"/>	\$485	w 21.6cm x h 30.3cm ++
Middle Pages – (left or right)	<input type="checkbox"/>	\$537	See Full Page ad dimensions above
Inside front cover / Back Cover	<input type="checkbox"/>	\$549	w 21.6cm x h 30.3cm
Front Page Banner(foot of page)	<input type="checkbox"/>	\$400	w 21.6cm x 4cm ++
Classified Box ad (up to 6 lines)	<input type="checkbox"/>	\$55	w 5.5cm x h 3cm
Classified line ad	<input checked="" type="checkbox"/>	FREE	Name, Address & Phone

NB: Availability of greyed-out options may change at any time. Please check if interested in any of these options.  
 ++ Includes additional 3mm bleed.

Please print name	Date	<b>Submit</b>
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Cancellations must be made to [advertise@burwoodbulletin.org](mailto:advertise@burwoodbulletin.org) before issue deadlines  
**(1 Feb, 1 May, 1 Aug, and 1 Nov)**

**Ad payment: please await receipt of invoice and quote invoice number**