



Advertisers' Kit

PO Box 1120 Hartwell, Victoria, 3124
Mobile 0413 412 844
Email: advertise@burwoodbulletin.org
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 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 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.

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)
Front Page Banner* (foot of page)	\$400	w 21.6cm x 4cm (includes 3mm bleed)
Classified Box ad (up to 6 lines)	\$55	w 5.5cm x h 3cm
Classified line ad	FREE	Name, Address & Phone number

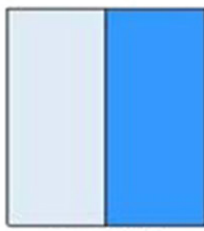
* Premium placement

ADVERTISEMENT SIZES

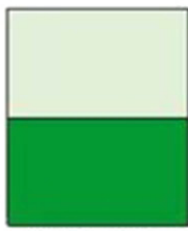
Below are examples of each advertisement size. Please note that positioning of advertisements in *The Bulletin* is at the discretion of the magazine. This is determined to maximise impact on readers.



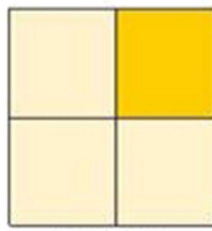
Full page



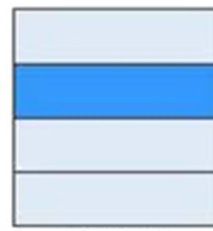
Half page



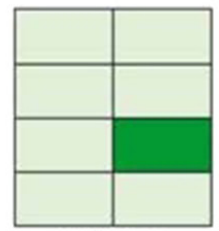
Half page



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



Advertising Booking Form

PO Box 1120 Hartwell, Victoria, 3124
 Mobile 0413 412 844
 Email: advertise@burwoodbulletin.org
 ABN 90 904 070 125
 Burwood Bulletin Inc. A0051714T

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) 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
Half Page – Horizontal	<input type="checkbox"/>	\$306	w 18.5cm x h 13cm
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	Submit
-------------------	------	---------------

Cancellations must be made to 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