

Squadron Qtr. BOATS FOR SALE

ROYAL SOUTH AUSTRALIAN
YACHT SQUADRON



SAMPLE SQ



SQUADRON *Quarterly*

Vol 28 Issue 4
Summer 2014

The Royal South Australian Yacht Squadron



www.rsays.com.au

advertising kit

PROMOTE THE SALE OF YOUR BOAT TO AN
AUDIENCE THAT LISTENS

Advertising

Advertising in the SQUADRON QUARTERLY'S New Boats for Sale page is an ideal way, to cost effectively reach a unique target audience, in the inner/outer harbor and wider Adelaide region, as well as members from country, interstate, international locations and club affiliations. This opportunity also includes Artwork design and a free listing on our website for the duration of the advertisement that allows for more detailed information to be made available.

Distribution

The SQUADRON QUARTERLY is delivered from a direct mail house to squadron members' homes, businesses with a total print run of over 1,000 copies. It is also distributed as an eBook to a constantly growing reach of over 15,000 via social media and digital subscribers.

Reader profile

RSAYS members and families, RSAYS sponsors, RSAYS tenants, state library, Royal clubs, South Australian, interstate and international affiliated clubs, government affiliated officers, and other yachting/boating clubs throughout Australia.



advertising
solutions

Terms & Conditions

- All advertising bookings must be confirmed in writing via email.
- Cancellations will only be accepted in writing and must be received before the booking deadline.
- Cancellation of an advertisement after the booking deadline will incur a cancellation fee of 50% of the advertising fee for that advertisement.
- Advertisements are accepted subject to the approval of the general manager. RSAYS reserves the right to cancel or reject advertising deemed not to be in keeping with its objectives.
- Advertisements are accepted for publication on the condition that the advertiser indemnifies the publisher and its servants and contractors against all actions, suits, claims, loss and/or damage and expenses resulting from anything published by the advertiser.
- The RSAYS makes every reasonable effort to publish the SQ according to the distribution schedule.
- The RSAYS is not liable for any loss or damage incurred by an advertiser as a result of any failure or delay in the distribution of the SQ.
- Advertisers who select a bulk discount package are required to make payment for the entire package in full.
- Advertisers must supply minimum 3 images and full details of the vessel for sale.
- Bulk advertising packages must be utilized within the stipulated time period.
- If payment has not been received for an advertisement by the deadline date for material for that edition of SQ, that advertisement will not be published and the cancellation fee will apply. Any bulk discount will become null and void.
- Where an advertisement is not published through no fault of the advertiser, the advertising fee that has been paid will be refunded.
- Special advertisement positions cannot be booked.

MAJOR ADVANTAGES

- * Artwork adjustments included
- * Very Affordable
- * Highly Active and Growing targeted audience
 - Over 1000 printed
 - Over 15,000 digital
- * Attractive magazine that is re-read and passed on.
- * Simple fees for high traffic return.
- * Change your ad to suit your offers at no additional fee.

MEMBER DEMOGRAPHIC

94%	Adelaide Metro
2.5%	SA Other
2%	Interstate
1.5 %	International

Example "Half Page" Advertisement



LENGTH: 36' **EQUIPMENT:**
YEAR: 2002
ENGINES: VOLVO Diesel
MAKE: Bavaria

The 2002 Bavaria 36, Clipper 3, is now for sale exclusively with the team at Yachts Are Us. Clipper 3 is a superb example of this popular racer cruiser. She is a one owner boat and has only ever been raced in Port Phillip bay. The current owner has had considerable success racing her and recently took out her division in the ORCV winter series. She has been optimised for club racing and boasts an excellent sail inventory. A great by product of her usage is a cabin which presents much better than other boats of her age and C3 would undoubtedly make a great cruising vessel. The standing rigging was replaced in 2013 and she was antifouled last year in June.

CONTACT: Scott 0446 059 183

FOR MORE DETAILS:
WWW.RSAYS.COM.AU/BOATS FOR SALE

Squadron Quarterly Rates

	SIZE Mm (WxD)	PER PUBLICATION	6-MONTH PACKAGE	12-MONTH PACKAGE
			BULK DISCOUNT	BULK DISCOUNT
Half Page	190 x 130	\$500	\$900	\$1600
Quarter page	90 x 130	\$260	\$500	\$900
Standard Eighth Page	90 x 60	\$150	\$260	\$500
Customised Adspace		POA	POA	POA

*Prices include GST and minor artwork development to ensure that the images work with the site.

SPECIFICATIONS

- * The SQUADRON QUARTERLY is printed in full colour of approximately 40 pages
- * Customised advertisements or mail Inserts can also be arranged quotes are available upon request
- * Art Work of Advertisement is included
- * Registered Publication ISSN 1037-1133 and Print Post Publication: PP532154/00016



Annual Advertising Commitment Schedule

	2016 – 2017			
ISSUES:	1	2	3	4
PUBLICATION DISTRIBUTED:	MAR - MAY	JUN - AUG	SEP - NOV	DEC - FEB
FINAL ADV CUT OFF DATES:	12th FEB	12th MAY	12th AUG	12th NOV

RSAYS Squadron Qtr: Advert Booking Form



Contact Name: _____

Company/Business Name: _____

RSAYS Membership Number: _____ or Non-Member

Postal Address: _____

_____ Post Code: _____

T: () _____ F: () _____

Email: _____

Squadron Quarterly Advertising:

Booking Schedule:

Please tick size and circle frequency required. Per Edition 6 Month 12 Month

- | | | | |
|--|-------|-------|--------|
| <input type="checkbox"/> Half Page - 190 x 130 | \$500 | \$900 | \$1600 |
| <input type="checkbox"/> Quarter Page - 90 x 130 | \$260 | \$500 | \$900 |
| <input type="checkbox"/> Eighth Page - 90 x 60 | \$150 | \$260 | \$500 |
| <input type="checkbox"/> Customised Adspace – per edition | POA | | |

Date campaign is to commence displaying:

Please refer to the Advertising Kit for Publication Dates

Edition Issue Number _____ **Date of Issue** ____ / ____ / _____

Supply of Photos & Details:

Submitted minimum 3 photos Yes No

Required Information:

Make: _____ **Model:** _____ **Year:** _____

Length: _____ **Engines:** _____ **Price:** _____

Equipment List: _____

Specific Equipment and details on the vessel:

Calculate price:

Total: \$ _____

FINAL TOTAL: \$ _____

By signing below I acknowledge that I have read and agreed to the total cost being debited from the credit card supplied and the Terms + Conditions listed below.

Signature: _____ **Date:** _____

Payment details:

Please deduct the cost of the advertising package from:

VISA MASTERCARD

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Name on Card:			
Signature:		Expiry Date:	

BPay : Available on request.

Please speak to our friendly accounts staff on booking and an invoice will be issued with BPay details.

TERMS + CONDITIONS | Squadron Quarterly Advertising

- 1) All Advertising booked with the RSAYS is not confirmed until a signed booking form has been received from the advertiser.
- 2) Advertising space is not held without receipt of a booking form.
- 3) Advertising booking forms are not accepted without credit card details being supplied and funds must be available for processing prior to the commencement of any advertisement being distributed.
- 4) Photos and details must be supplied and in the correct format and sizing as specified in the Advertising kit.
- 5) Advertisements are accepted subject to the approval of the RSAYS. RSAYS has the right to reject advertising and or inappropriate material.
- 6) It is the responsibility of the advertiser to ensure that advertisements comply with the Trade Practices Act. Advertisements are accepted for publication on the condition that the advertiser indemnifies the RSAYS and its servants, employees and contractors against all actions, suits, claims, loss and/or damage and expenses resulting from anything published by way of the advertiser.
- 7) Please refer to the RSAYS Squadron Qtr. advertising kit for a full list of the terms and conditions

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