



# SQUADRON YEARBOOK

## 16/17 advertising kit

PROMOTE YOUR BUSINESS AND ITS SERVICES TO AN AUDIENCE THAT LISTENS.

### Advertising

Advertising in the SQUADRON YEARBOOK 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.

The SQUADRON YEARBOOK is the go-to reference book for all members of the Royal South Australian Yacht Squadron. This publication contains extensive details of RSAYS rules, contact details, racing calendar, club information and upcoming events.

### Distribution

The SQUADRON YEARBOOK is delivered from a direct mail house to squadron members' homes, businesses with a total print run of over 1,000 copies.

### MEMBER profile

#### DEMOGRAPHIC

- |    |       |                |
|----|-------|----------------|
| 1. | 94%   | Adelaide Metro |
| 2. | 2.5%  | SA Other       |
| 3. | 2%    | Interstate     |
| 4. | 1.5 % | International  |





## Terms & Conditions

### MAJOR ADVANTAGES

- \* Artwork adjustments included
- \* Very Affordable
- \* Highly Active and Growing targeted audience
  - Over 1000 year books printed
- \* Constantly referred to resource that is re-read and passed on.
- \* Simple fees for high traffic return.

- All advertising bookings must be confirmed in writing on via email.
- Finished artwork must be submitted according to specifications listed in the Advertising Kit.
- 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 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 Year Book.
- If payment has not been received for an advertisement by the deadline date for material, that advertisement will not be published and the cancellation fee will apply.
- 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 for standard Full page ads. Positions will be determined by the Editor.

## Yearbook Rates

	SIZE Mm (WxD)	YEARBOOK PUBLICATION
<b>Back Page (Cover)</b>	<b>150 x 210 +5mm Bleed</b>	<b>\$1290</b>
<b>Back Page (Inside Cover)</b>	<b>150 x 210 + 5mm Bleed</b>	<b>\$990</b>
<b>Front Page (Inside Cover)</b>	<b>150 x 210 + 5mm Bleed</b>	<b>\$990</b>
<b>Full Page</b>	<b>150 x 210</b>	<b>\$550</b>
<b>Customised Adspace</b>		<b>POA</b>

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

## SPECIFICATIONS

\* The SQUADRON YEARBOOK is printed in full colour of approximately 120 pages

\* Various advertising types available ranging from Customised to Full Page 150mm x 210mm

\* Customised advertisements or mail Inserts can also be arranged quotes are available upon request

\* Art Work of Advertisement can be supplied for an additional cost

\* Advertisement material is to be supplied as a High Resolution min 300 dpi in a PDF file format via email



### Annual Advertising Commitment Schedule

	2016 – 2017
<b>ISSUES:</b>	<b>1</b>
<b>PUBLICATION DISTRIBUTED:</b>	<b>SEPT 2016</b>
<b>FINAL ADV CUT OFF DATES:</b>	<b>30<sup>th</sup> JULY</b>

# RSAYS Yearbook: Advert Booking Form



Contact Name: \_\_\_\_\_

Company/Business Name: \_\_\_\_\_

RSAYS Membership Number: \_\_\_\_\_ or  Non-Member

Postal Address: \_\_\_\_\_

\_\_\_\_\_ Post Code: \_\_\_\_\_

T: (    ) \_\_\_\_\_ F: (    ) \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

## YearBook Advertising:

### Booking Schedule:

Please tick size required.

16/17 Edition

- |  |               |
|--|---------------|
| <input type="checkbox"/> <b>Back Cover</b> - 150 x 210 +5mm Bleed          | <b>\$1290</b> |
| <input type="checkbox"/> <b>Inside Back Cover</b> - 150 x 210 + 5mm Bleed  | <b>\$990</b>  |
| <input type="checkbox"/> <b>Inside Front Cover</b> - 150 x 210 + 5mm Bleed | <b>\$990</b>  |
| <input type="checkbox"/> <b>Full Page</b> - 150 x 210                      | <b>\$550</b>  |
| <input type="checkbox"/> <b>Customised Adspace</b> – per edition           | <b>POA</b>    |

### Supply of Artwork:

Finished artwork submitted  Yes  No

### Special instructions or comments:

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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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<b>Name on Card:</b>			
<b>Signature:</b>		<b>Expiry Date:</b>	

**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) Finished artwork 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 Year Book advertising kit for a full list of the terms and conditions

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