

Australian Flower Industry

The Magazine for the Australian Cut Flower & Foliage Industry

Advertising

- Book your advertising space by completing the [booking form](#) pdf
- Discuss advertising or to book — call **Lodi Pameijer** on
T: 07 5494 4935 or Denyse Corner on T: **07 3824 9516**
- Email your advertising queries to E: lodi@flowersqueensland.asn.au

Advertising rates

- Rates provided in the table below are for advertisements with artwork provided. If you require any alterations, or assistance please contact the Advertising coordinator for details.
- Advertising types and sizes to suit your needs may be negotiated with the Advertising coordinator.
- Inserts of company flyers and brochures is also available with price per 1000 dependant upon insert size and weight or as negotiated with the AFI magazine representative.

Ad Type	Standard Rate	x2 Placement	x3 Placement	x4 Placement
Double Page Spread	\$2,640.00	\$2,475.00	\$2,365.00	\$2,200.00
Full Page Colour	\$1,391.50	\$1,320.00	\$1,287.00	\$1,182.50
Half Page Colour	\$819.50	\$775.50	\$753.50	\$693.00
Third Page Colour	\$572.00	\$544.50	\$533.50	\$495.00
Quarter Page Colour	\$440.00	\$418.00	\$407.00	\$385.00
Trade Directory (1/24 of a page)	\$90.75	\$86.35	\$82.50	\$77.00
Trade Directory (1/12 of a page)	\$181.50	\$172.70	\$165.00	\$154.00
New Varieties (1/6 of a page)	\$120.00	\$115.00	\$110.00	\$100.00



Advertising



Standard/Casual Rate x 1 placement

Book consecutive editions and receive a discount.

Double page spread \$2,640.00 1	Double page spread \$2,640.00	Full page \$1,391.50 2	1/2 page \$819.50 3
1/2 page \$819.50 4	1/3 page \$572.00 5	1/3 page \$572 6	1/4 page \$440 7
1/4 page \$440 8	1/6 page \$120.00 New Varieties 9	1/6 page X 1 column \$120.00 New Varieties 10	1/12 page \$181.50 Trade Directory 11
1/12 page x 1 column \$181.50 12	1/24 page \$90.75 Trade Directory 13	Classifieds \$2.75 per word, plus 12 cents per word for Bold	Placement Options Surcharge See next page

Advertorial Submissions

Submit 150 words of text and a professional editorial style image (tif or jpg 300dpi at minimum size of 60mm x 60mm). Price includes typesetting \$500

Placement Options

Placement options — surcharge

Right hand page — 10%

Inside front cover (Size 1 & 2 only) - 15%

Opposite Letter from the Editor (Size 2 only) - 10%

Outside covers — 20%

Artwork

We can arrange quality artwork for your advertisement. Email: denyse.corner@deedi.qld.gov.au

Discounts

Book four consecutive advertisements and you'll receive a generous discount off each advert.

Advertorial

Submit 150 words of text and a scanned professional editorial style image (tif or jpg 300dpi at minimum size of 60mm x 60mm). Price includes typesetting \$500.

Online Shopfront Directory

Entry in both the Online ShopFront Directory and the FAQI site in the *Hot Links to Hot Sites* Submit business name and website. **\$400** per year.

We reserve the right to reject advertising material that is deemed inappropriate or does not fit with the spirit of our readership. Please read the full Terms and Conditions below.

Terms and Conditions

1. All advertising bookings must be confirmed in writing. Please call our office on **T: 07 3824 9516 or Lodi T: 07 5494 4935** for assistance with completing a booking form.
2. Finished artwork must be submitted according to specifications listed in the advertising media kit or obtained by calling **T: 07 3824 9516**
3. Cancellations will only be accepted in writing and must be received before the booking deadline
4. To secure advertising space credit card details must be supplied at the time of booking.
5. Advertisements are accepted subject to the approval of the Editor.
6. It is the responsibility of the advertiser to ensure that advertisements comply with the Trade Practices Act 1947 as amended. Advertisements are accepted for publication on the condition that the advertiser indemnifies the publisher and its servants and
7. contractors against all actions, suits, claims, loss and/or damage and expenses resulting from anything published by the advertiser.

AFI advertising booking form

Contact name: _____ Business: _____

Postal address: _____

_____ Postcode: _____

Telephone: _____ Fax: _____

Email: _____

Website: _____

Please book the following editions:

One edition Two editions Three editions Four editions

Commence run of 4 consecutive advertisements in _____(month)/_____(year) edition.

Display advertisement

Advertisement size (please circle): No. 1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13.

Preferred Position

Right hand page 10% Inside front cover 15% Opposite Letter from the Editor 10% Outside front and back cover 20%

Layout requirements

Yes - Contact AFI Magazine for Graphic Designer contact and price \$ to be confirmed with GD and not included in this quoted cost.

No - finished artwork to be supplied (See Rate Card for specifications)

Advertorial - (150 words plus image) \$500

Brochure or promotional insert - 65c (40c FAQI members) per insert

Online shopfront directory - four editions - \$400

Special instructions: _____

Quoted cost: _____

Signature: _____ Date: _____

Forward to: The Manager, AFI Magazine, P.O. Box 327, Cleveland Queensland 4163

ABN: 19 025 303 360

Fax: 07 3286 3094 E: lodi@flowersqueensland.asn.au or E: denyse.corner@deedi.qld.gov.au

By signing this form I acknowledge that I have read and agree to the quoted cost above and the Terms and Conditions listed on this page.

(Tick Box)

Direct Debit
Bank West
A/c FAQI
BSB 304-625
A/c No: 0000204
Ref: Use 4 letters of
your surname or
company name

Payment details: Direct Debit or Please deduct the cost of my advertisement/s from:

VISA MASTERCARD AMEX

Number: _____ / _____ / _____ / _____ / Expiry Date: ____/____ Amount Paid: \$ _____

Cardholder's Name: _____

Cardholder's Signature: _____

A Tax Invoice will be issued on receipt of payment.

Terms & Conditions

1 All advertising bookings must be confirmed in writing on a booking form which is available by calling our office on 07 3824 9537 or can be downloaded from www.flowersqueensland.asn.au

2 Finished artwork must be submitted according to specifications listed in the magazine media kit which can be downloaded from www.flowersqueensland.asn.au or obtained by calling 07 3824.9536.

3 Cancellations will only be accepted in writing and must be received before the booking deadline. Cancellations made after booking deadlines will not be accepted.