



ON SERVICE

MAGAZINE

2015 MEDIA KIT

OFFICIAL PUBLICATION OF THE RETURNED & SERVICES LEAGUE OF AUSTRALIA

[TASMANIA BRANCH INC.]

The "Spirit of Anzac"
CALLS YOU

There is a big job to be done in the world to-day. New Zealand has promised to do its part, and your Country now calls on every man to perform his duty. The need for men is urgent—which way does YOUR duty lie? Don't leave it to the other fellow. You will be proud to be amongst "the First Ten Thousand"—enlist NOW for overseas service.

ENLIST NOW
FOR OVERSEAS SERVICE

HOW TO ENLIST
Call at the nearest Defence Office or obtain a Registration Form at any Post Office or Railway Booking Office. Fill in the form and post it as directed, and you will be notified when to report for medical examination.



WHAT IS THE RSL MAGAZINE?

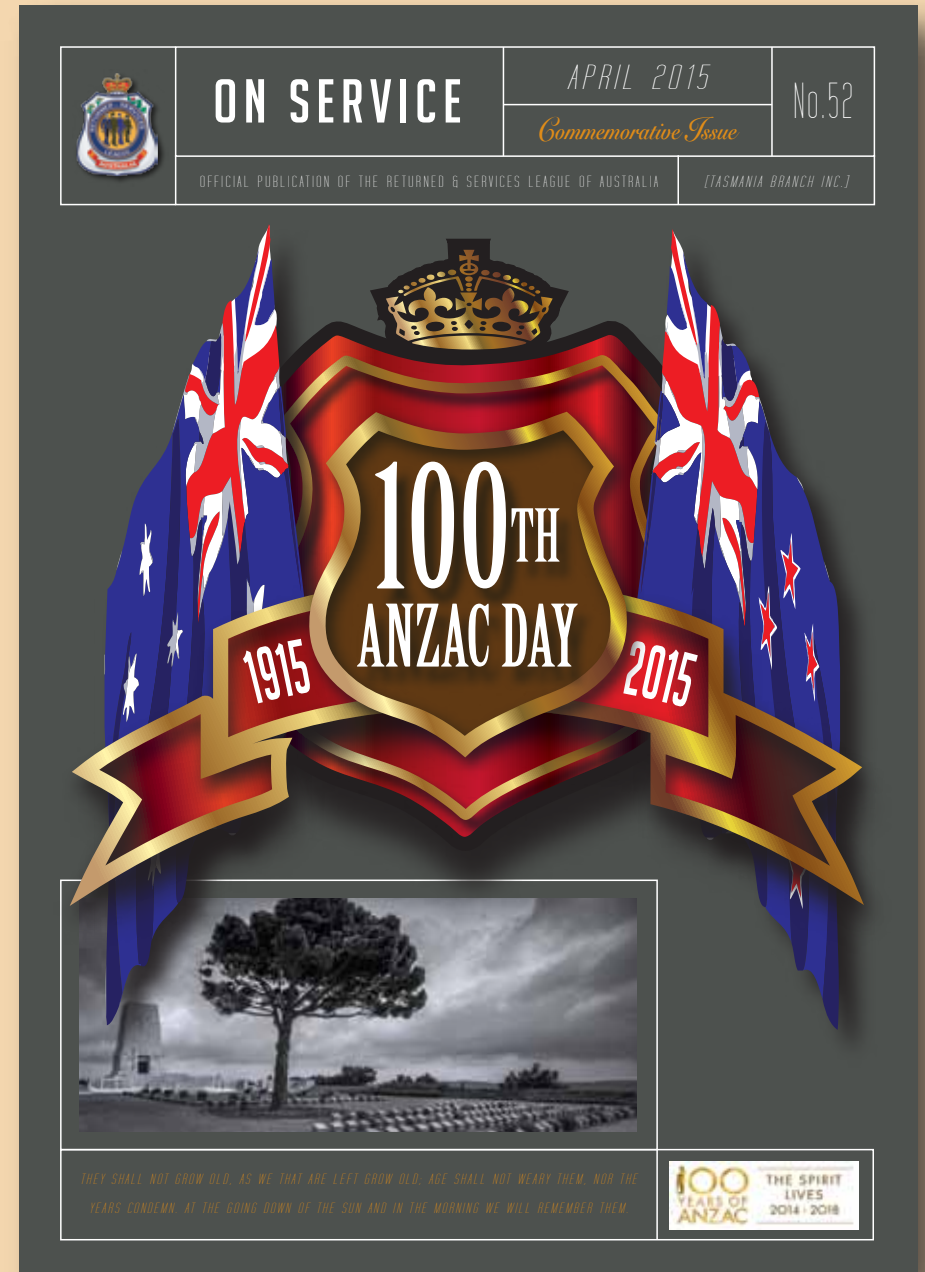
The RSL "On Service" magazine provides information on topics of interest to service and EX-service members of the Australian Defence Force and their families.

With a passionate and engaged readership, each edition brings 36 pages of news, feature articles, opinion pieces, human-interest stories and columns that look back on our past and reflect on our history as well as delving into current issues for the Australian Defence Force community and the role of the League for future generations of current and ex-servicemen, women and families across Tasmania.

OUR DISTRIBUTION STATEWIDE

Where can you find the RSL "On Service" magazine?

The RSL "On Service" magazine is a 36 page, full colour, A4 publication which is produced and distributed statewide 3 times per year. 6000 copies are despatched around the state to local retirement & nursing homes, hostels, bowls clubs, libraries, community and health centres, State RSL branches, sub-branches, National Branches and the Spirit of Tasmania. We also wrap and individually mail out to approximately 5000 Tasmanian RSL members.





ON SERVICE

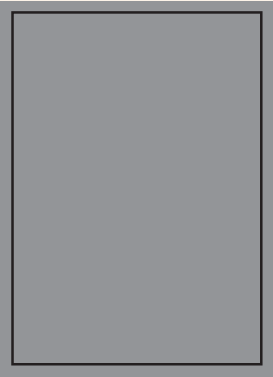
MAGAZINE

RATE CARD

ADS SIZES AND COSTING

Back Page	297mm x 210mm	\$3,000.00
Inside Cover	297mm x 210mm	\$2,500.00
Inside Back Cover	297mm x 210mm	\$2,500.00
Full Page	297mm x 210mm	\$2,000.00
Half Page	190mm x 135mm	\$1,200.00
Third Page (H)	190mm x 87mm	\$900.00
Third Page (V)	60mm x 278mm	\$900.00
Sixth Page	135mm x 60mm	\$650.00
Ninth Page	88mm x 60mm	\$495.00

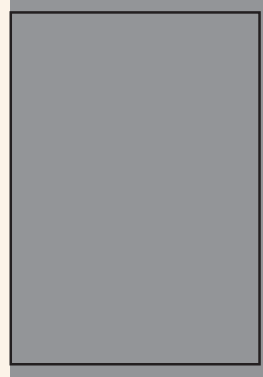
Back Page
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[3mm bleed all sides]



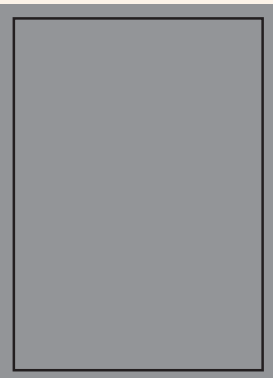
Inside Cover
297mm x 210mm
[3mm bleed 3 sides]



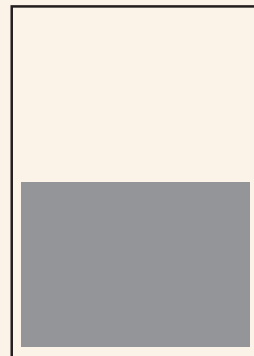
Inside Back Cover
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[3mm bleed 3 sides]



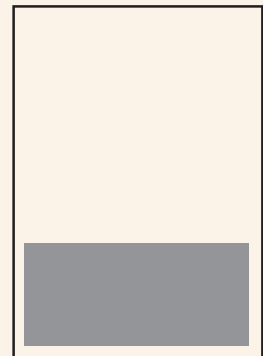
Full Page
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[3mm bleed all sides]



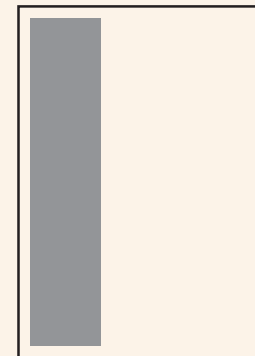
Half Page
190mm x 135mm
[no bleed]



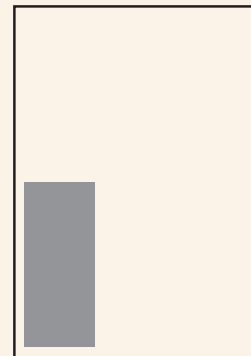
Third Page (H)
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[no bleed]



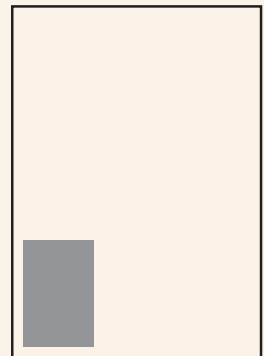
Third Page (V)
278mm x 60mm
[no bleed]



Sixth Page
135mm x 60mm
[no bleed]



Ninth Page
88mm x 60mm
[no bleed]



All prices ex GST, Prices quoted are for advertisement supplied by client print ready. Extra charges to be confirmed for Resilience Marketing to provide the artwork.



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MAGAZINE

REQUIREMENTS

ARTWORK FILE REQUIREMENTS:

- Only press optimised PDF files may be submitted to ensure the magazine maintains the highest quality.
- Image resolution required is 300ppi/dpi
- Images must be saved as CMYK or Gray scale (no RGB, LAB or spot colours)
- Pantone colours must be in CMYK equivalent
- Screen and printer fonts must be embedded
- Double page spreads to be supplied as a single page PDF
- Crop marks set 8mm from trim
- Double page spreads and full page adverts must have 3mm bleed on all four sides
- Large areas of black should have a tint of at least 10% cyan under the 100% black
- Total ink coverage should not exceed 240%
- Body copy text which is black should be set to 100% black (not 4 colour CMYK black)
- When reviewing your PDF on screen ensure that the PDF is viewed with 'Overprint Preview' function turned on.

A4 FOLDED OR D/L INSERT REQUIREMENTS:

- \$132 GST Inc. /per 1000 @ print distribution [Currently 6000]

ADVERT DESIGN SERVICES:

A full design and creative advert make-up service is available to advertisers but if company logos are required in the advert then they must be supplied in either HI - RES JPEG format or VECTOR image and be emailed to either:

jody@resilience.com.au OR **ardad@bigpond.com**

The rates [all prices EX GST] for advert sizes are as follows:

- Full Page \$230
- Half Page \$155
- Third Page \$115
- Sixth Page \$85
- Ninth Page \$65

THE PEOPLE INVOLVED:

ADVERTISING SALES

Darren Roach - Managing Director
Resilience Marketing
darren@resilience.com.au
T: (03) 6224 6888

EDITORIAL

Noeleen Lincoln
"On Service" magazine, RSL (Tasmania Branch) Inc.
noeleen.lincoln@rsltas.org.au
T: (03) 6242 8900

CONTENT COORDINATOR

Jody-Lee Roach
Resilience Marketing
jody@resilience.com.au
T: (03) 6224 68884

GRAPHIC DESIGN

Andrew Richardson
ARDAD
ardad@bigpond.com



ON SERVICE MAGAZINE

BOOKING FORM

TERMS AND CONDITIONS OF THIS ADVERTISING AGREEMENT:

Clause 1. The Advertiser/Agency agree to advertise in the RSL (Tasmania Branch) Inc. "On Service" magazine in the editions shown in Item 4 of this agreement. **Clause 2.** The Advertiser/Agency will provide Resilience Marketing artwork for each issue of the RSL (Tasmania Branch) Inc. "On Service" magazine in accordance with the deadlines outlined in the Media Kit. **Clause 3.** Resilience Marketing's publishing company FORCE PUBLISHING Pty. Ltd. will invoice the Advertiser/Agency the amount shown at Item 3 (being the agreed amount for the advertising per issue). **Clause 4.** Payment is due seven days after the invoice issue date. **Clause 5.** The Advertiser/Agency may cancel this agreement by providing to Resilience Marketing in writing it's desire to do so not less than four weeks prior to the deadline of the edition from which it seeks to cancel advertising. **Clause 6.** All content for advertisement must be approved by RSL (Tasmania Branch) Inc. prior to appearing in the magazine and RSL (Tasmania Branch) Inc. reserves the right to refuse advertising request without explanation. **Clause 7.** The RSL (Tasmania Branch) Inc. reserves the right to insert the word 'advertisement' when an advertisement resembles editorial material.

PLEASE COMPLETE THIS FORM AND RETURN TO:

JODY@RESILIENCE.COM.AU OR FAX 03 6224 9001

ITEM 1:

Advertiser/Agency Contact person

ITEM 2:

Postal address

Suburb State Postcode Phone

Mobile number Email

ITEM 3:

Advertisement size Price per edition (excluding GST) Purchase order number if required

ITEM 4:

Edition (s) please tick:

Edition 1 - May 2015 **Edition 2 - September 2015** **Edition 3 - December 2015**

ITEM 5:

I have read the terms and conditions of this advertising agreement (right) and accept both the terms and conditions and the price per edition for advertising in the RSL (Tasmania Branch) Inc. "On Service" magazine.

Name Title

Signed Date



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PAYMENT FORM

CHEQUE, MADE OUT TO:

FORCE PUBLISHING PTY. LTD.

INTERNET BANKING:

FORCE PUBLISHING COMBANK BSB:067 101 ACC:1062 8364

CREDIT CARD:



Please debit my card number:

Expiry Date:

Card Holders Name

Card Holders Signature

PREFERRED PLACEMENT OF AD WILL INCUR A 20% LOADING.

FURTHER INFORMATION AND ENQUIRES CONTACT:



Resilience Marketing Pty. Ltd.

Level 1, 19 Magnet Ct, Sandy Bay Tas 7005

Ph: 03 6224 6888 | Fax: 03 6224 9001

[RSL "On Service" Magazine Publishers]