

## 2008 Advertising Specifications and Rates

Effective 1 January 2008

### Overview

The *Adelaidean* is the official newspaper of the University of Adelaide and is a high-quality, full-colour publication. Published monthly from March to December, *Adelaidean* is distributed primarily across metropolitan Adelaide, with reach into regional South Australia, other states of Australia and overseas.

### Circulation

#### Print version:

11,000 copies per month (up to 15,000 for special Open Day issue in August).

#### Online version:

90,000 hits per month (on average).

### Print Distribution Breakdown

#### 4000 internal copies

- distributed to University academic and non-academic staff, Schools, Disciplines, Campuses, research centres, teaching hospitals, the Barr Smith Library, Radio Adelaide, etc.

#### 7000 external copies

- 4000 – direct mailing list, including local, national and international alumni, local and national media, State and Federal politicians, government and schools.
- 3000 – distributed off the counter at various venues around metropolitan Adelaide (cafes, bookshops, newsagents, pubs, clubs, Westfield Shopping Centres, cinemas and libraries) from the southern to the northern suburbs.

### Readership Profile

*Adelaidean* reaches a diverse range of professionals, many with high levels of disposable income. More than half of the readership consists of University staff or graduates, and it is also seen by key decision-makers in government, media and business.

### Specifications

#### Colours

4 colour process throughout.

#### Size

220mm wide x 310mm high.

#### Pages

Standard print run is 20 pages.

### Advertising sizes.

Size	Width	Height	Bleed	Colour price
1/10 Page Vertical	51.5mm	90mm	N/A	\$220.00
1/4 Page Horizontal	143mm	90mm	N/A	\$550.00
1/4 Page Vertical	86.5mm	135mm	N/A	\$550.00
1/3 Page Horizontal	200mm	90mm	N/A	\$640.00
1/2 Page Horizontal	200mm	135mm	N/A	\$955.00
Full Page	200mm	310mm	3mm	\$1,705.00

Please note: The University of Adelaide reserves the right to refuse advertising material. **All prices include 10% GST.**

### Artwork required

Only complete electronic artwork will be accepted. For quality control purposes all artwork supplied must be accompanied with a full colour proof.

**Format** Acceptable file formats include PDF, TIFF or EPS.

**Resolution** Files must be no less than 300dpi.

**Fonts** All fonts in PDF and EPS files must be converted to paths.

### For more information contact:

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## Publication Dates and Deadlines – 2008

Issue	Editorial and advertising deadline	Distribution
1 March	Friday 8 February	Friday 29 February
2 April	Friday 7 March	Friday 28 March
3 May	Friday 4 April	Monday 28 April
4 June	Friday 9 May	Friday 30 May
5 July	Friday 6 June	Friday 27 June
6 August	Friday 4 July	Friday 25 July
7 September	Friday 8 August	Friday 29 August
8 October	Friday 5 September	Friday 26 September
9 November	Friday 3 October	Friday 31 October
10 December	Friday 7 November	Friday 28 November