

## 2011 Advertising Specifications and Rates

Effective 1 March 2011

### Overview

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

### Circulation

#### Print version:

9,900 copies per month  
(up to 17,000 for special Open Day issue in August).

### Print Distribution Breakdown

#### 3700 internal copies

- 3200 – distributed in Adelaide to University academic and non-academic staff, Schools, Disciplines, Campuses, research centres, teaching hospitals, the Barr Smith Library, Radio Adelaide, etc.
- 500 – distributed to the University's Singapore campus at the Ngee Ann-Adelaide Education Centre

#### 6200 external copies

- 3800 – direct mailing list, including local, national and international alumni, local and national media, State and Federal politicians, government and schools.
- 2400 – 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.

### Specifications

#### Colours

4 colour process throughout.

#### Size

A4 – 210mm wide x 297mm high.

#### Pages

Standard print run is 20 pages.



### Advertising sizes.

Size	Width	Height	Bleed	Colour price
1/3 Page Horizontal	190mm	85mm	None	\$640.00
1/2 Page Horizontal	190mm	130mm	None	\$955.00
Full Page	210mm	297mm	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 should 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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### Adelaidean production dates – 2011

Issue	Editorial / advertising deadline (C.O.B.)	Distribution
1 May	Friday 25 March	Thursday 28 April
2 June	Friday 13 May	Thursday 9 June
3 July	Friday 10 June	Thursday 7 July
4 August (Open Day)	Friday 8 July	Thursday 4 August
5 September	TBA	TBA
6 October	TBA	TBA
7 Novemberr	TBA	TBA
8 December	TBA	TBA