

# URBAN ANIMAL



All ads appear in full colour in our Quarto -size pages, printed on 65 GSM, LWC (light weight coated), and 90 GSM cover stock. They also appear in full on our websites, embedded in all pages as PDFs and also displayed separately as JPEGs with links to our advertisers' websites. Great for Google hits. All ads are full colour and one price. We do not normally do contracts. We extend discounts of 10% on two insertions at the second and 20% once the fourth is reached—both retroactive to all previous insertions provided invoices are paid on time. If invoices are not paid within 14 days of publication, no discount can be claimed.

## Special Positions

- Back Cover—Full Colour Only Gloss 90 GSM stock—\$3700
- Inside Back Cover—Full Colour Only Gloss 90 GSM stock—\$3000
- Inside Front Cover—Full Colour Only Gloss 90 GSM stock—\$3300
- Right-Hand Page Guarantee (Subject to availability)—10% Loading

## Discounts

10% for two or more insertions (applied from second insertion).  
 20% for four or more insertions (applied from fourth insertion).  
 10% discount for registered charities, rescue, re-homing or rehabilitation organisations.

## Advertising Rates & Sizes

	casual rate	3+ Insertions	4+ Insertions	
<b>Full Page</b> - 210mm wide x 285mm high include additional 5mm bleed	\$2500	\$2250	\$2000	
<b>Half Page</b> • Vertical 105mm wide x 275mm high • Horizontal 200mm wide x 137.5mm high	\$1750	\$1575	\$1400	
<b>Third Page</b> • Vertical 52.5mm wide x 275mm high • Horizontal 200mm wide x 90mm high	\$1200	\$1080	\$960	
<b>Quarter Page</b> • Vertical 100mm wide x 137mm high • Horizontal 200mm wide x 68mm high	\$960	\$880	\$800	
<b>Sixth Page</b> Horizontal only 100mm wide x 90mm high	\$700	\$630	\$560	
<b>Eighth Page</b> (only appears in Barket Place) Horizontal only 100mm wide x 68mm high	\$300	N/A	\$240	

All advertising must be paid, with art, unless credit arrangements have been previously approved. Discounts only apply with prepayment or within 14 days on credit accounts. For agencies, payment terms must be guaranteed in advance at time of booking, as 45 days or under from publication date before commission and discount can be credited. Otherwise, commission and client discount can be paid back to agency after timely payment is made.

## Artwork Details

All artwork must be supplied as per the exact sizes detailed below. We accept electronic artwork (acceptable media—JPEG or PDF ONLY) via email or CD or Dropbox [www.dropbox.com](http://www.dropbox.com) and please follow up all art with an email to [info@urbananimal.net](mailto:info@urbananimal.net). All ads should be supplied as high-resolution 300DPI, CMYK files. Fonts must be included, embedded or outlined if a PDF is supplied.

## Urban Animal Contacts

Bookings: Lisa Treen, Phone: (02) 8060 0662  
 Email: [info@urbananimal.net](mailto:info@urbananimal.net)

## Booking and Artwork Deadlines

Issue Number & Street Date	Booking Deadline	Artwork Deadline
Issue 31, June 1, 2012	May 5	May 15
Issue 32, Sept 1, 2012	August 5	August 15
Issue 33, Dec 1, 2012	November 1	November 5
Issue 34, March 15, 2012	February 10	February 20

