

THE SOCIETY

ADVERTISING PROSPECTUS 2018

**The Royal Agricultural & Horticultural Society of SA Inc produces The Society.
An informative publication providing up to date news on all aspects of the
Royal Agricultural & Horticultural Society's business.**

'The Society', produced three times per year by the Royal Agricultural & Horticultural Society of SA (RA&HS) is a professional, glossy publication updating its readership of over 25,000 on all aspects of the RA&HS business, including the Royal Adelaide Show, Adelaide Showground, Royal Adelaide Wine Show & Royal Adelaide Beer Awards.

Also published online at rahs.com.au 'The Society' is a free magazine consisting of 32 pages. It is distributed to RA&HS members, corporate sponsors, business partners & clients of the Adelaide Event & Exhibition Centre & reaches across metropolitan Adelaide & country South Australia.

Advertising in 'The Society' is a fantastic opportunity for your business to promote your products & services to the agricultural community, corporate sector & general public. Casual rates apply & discounts are available to businesses wishing to advertise in more than one edition. See overleaf for artwork specifications & pricing.

Advertising Rates:

Advertising in multiple editions generates a great saving!

	Casual Rate	2 editions	3 editions
Full Page Colour	\$800+GST	\$1200 + GST	\$1500 +GST
Half Page Colour	\$500+GST	\$700 +GST	\$1000 +GST
Quarter Page Colour	\$300+GST	\$500 +GST	\$700 +GST
Cover Sheet Half	\$500+GST	\$700 +GST	\$1000 +GST
Cover Sheet Full (Back)	\$800+GST	\$1200 + GST	\$1500 +GST

Advertising Specs & Dimensions

- Please see page 2 for this information

Ad design can be provided at a cost if required. For more details contact Ben Steggall, Graphic Designer for the Royal Agricultural & Horticultural Society of SA Inc. on 08 8210 5209 or bsteggall@adelaideshowground.com.au

Booking and Material Deadlines:

Booking deadline two weeks prior

Timing	Artwork Required
Edition One - Released April	March (2nd week)
Edition Two - Released August (PRESHOW)	July (2nd week)
Edition Three - Released December	November (1st week)

Booking form on page 3



TALK TO US ABOUT MORE ADVERTISING OPPORTUNITIES IN THE OFFICIAL ROYAL ADELAIDE SHOW MAGAZINE

THE SOCIETY

ARTWORK SPECS AND DIMENSIONS

The Society Magazine

<p>half page (no bleed)</p> <p>187.5mm (w) x 90mm (h) - no bleed</p> <p>Casual rate: \$500+GST 2 editions: \$700+GST 3 editions: \$1000+GST</p>	<p>full page (with bleed)</p> <p>210mm (w) x 297mm (h) - trim 216mm (w) x 303mm (h) - 3mm bleed each side</p> <p>Casual rate: \$800+GST 2 editions: \$1200+GST 3 editions: \$1500+GST</p>
<p>quarter page (no bleed)</p> <p>90mm (w) x 118mm (h) - no bleed</p> <p>Casual rate: \$300+GST 2 editions: \$500+GST 3 editions: \$700+GST</p>	

The Society Cover Sheet

<p>cover sheet half (no bleed)</p> <p>145mm (w) x 145mm (h)</p> <p>- no bleed</p> <p>Casual rate: \$500+GST 2 editions: \$700+GST 3 editions: \$1000+GST</p>	<p>PRINT POST PRODUCE</p> <p>POSTAGE PAID AUSTRALIA</p> <p>SOCIETY</p> <p>John Smith Royal Adelaide Show PO Box 108 Glenwood SA 5024</p> <p>Change of Address</p> <p>Please advise of any change of address to the Society by completing this form and returning it to the Society. The Society will be responsible for any change of address to the Society.</p> <p>NAME: _____</p> <p>ADDRESS: _____</p> <p>CITY: _____</p> <p>STATE: _____</p> <p>POSTCODE: _____</p>
	<p>Cover Sheet Full (Back) (no bleed)</p> <p>185mm (w) x 270mm (h)</p> <p>(can do landscape orientation if preferred)</p> <p>- no bleed</p> <p>Casual rate: \$800+GST 2 editions: \$1200+GST 3 editions: \$1500+GST</p>

Please note, this illustration is not to scale. The **Society Newsletter** is an A4 size Portrait publication. The **Society Cover Sheet** is an A4 Landscape Page and contains the postage details of the recipient which is placed in front of the magazine when posted.

	Without Bleed	Trim	Bleed
Full Page Colour		210mm (w) x 297mm (h)	216mm (w) x 303mm (h) - 3mm each side
Half Page Colour	187.5mm (w) x 90mm (h)	N/A	N/A
Quarter Page Colour	90mm (w) x 118mm (h)	N/A	N/A
Cover Sheet Half	145mm (w) x 145mm (h)	N/A	N/A
Cover Sheet Full (Back)	185mm (w) x 270mm (h)	N/A	N/A

Advertising Artwork Specifications

Artwork to be supplied as print-ready PDF, with bleed and no crop marks (Full page only). CMYK only – no RGB or spot Pantone colours. All images to be 300dpi. Artwork in Word, Publisher or Powerpoint will not be accepted. Please email artwork files under 10MB to artwork@adelaideshowground.com.au or send through Hightail or via Dropbox.



ROYAL AGRICULTURAL & HORTICULTURAL SOCIETY OF SA INC ADVERTISING BOOKING FORM;

CONTACT NAME:

REGISTERED BUSINESS NAME:

BILLING ADDRESS:

BUSINESS ADDRESS:

PHONE:

FAX:

EMAIL:

BOOKING DETAILS

	Edition One	Edition Two	Edition Three	Cost + GST (per edition)
Quarter Page				\$
Half Page				\$
Full Page				\$
Cover Sheet Half				\$
Cover Sheet Full (Back)				\$
TOTAL COST				\$

CONDITIONS

1. It is the responsibility of the advertiser to ensure correct and complete information is submitted to RA&HS. Please ensure that all telephone, fax, mobile numbers, email and web addresses and all other information is correct. These will not be automatically placed in your advertisement – they must be supplied.
2. We do not encourage prices to be highlighted in advertisements. If you do include prices they must specify if they are inclusive of GST and include validity dates.
3. Final decision lies with RA&HS.
4. RA&HS cannot guarantee placement if requested.
5. RA&HS reserves the right to refuse unsuitable advertisements.
6. Proofs that have not been signed and returned by the due dates will be assumed to be correct and printing will commence.

NAME

COMPANY NAME

DATE

SUBMIT>>

Complete this form and email/submit to
bsteggall@adelaideshowground.com.au or fax to (08) 8210 5222
or mail to Marketing Department, RA&HS, PO Box 108, Goodwood SA 5034
Phone: (08) 8210 5211

