

# Coeliac Sentinel Advertising Booking Form: September 2012

The Coeliac Sentinel is the newsletter prepared for members of Coeliac NSW/ACT. It is included as an insert in the quarterly Australian Coeliac magazine. The Sentinel is of A4 size and printed in blue grayscale (please let us know if you have not seen the Sentinel and we will forward you a copy). If you would like to advertise in the Sentinel, please complete this booking form and return it to the office.

Organisation \_\_\_\_\_

Contact Person \_\_\_\_\_ Phone \_\_\_\_\_

Postal Address \_\_\_\_\_

Email \_\_\_\_\_ Fax \_\_\_\_\_

## Advertising Space required *(please tick)*

SIZE (Black & White Only)	SPECIFICATIONS	PRICE# (Per issue, including GST)
FULL PAGE	Type area 186w x 273h Trim area 210 (d) x 297 (w) Bleed area (4mm) 218 (d) x 305(w)	\$740.00
FULL PAGE 2 column	122.3w x 273h	\$495.00
FULL PAGE single column	58.6w x 273 h	\$270.00
HALF PAGE	186w x 135.5h	\$455.00
HALF PAGE 2 column	122.3w x 135.5h	\$270.00
HALF PAGE single column	58.6w x 135.5h	\$185.00
QUARTER PAGE 3 column	186w x 67h	\$270.00
QUARTER PAGE 2 column	122.3w x 67h	\$135.00
Printed Flyers Inserted into Magazine (Flyers supplied to packers by Advertiser)		\$510.00

# Please note: Associate Members of Coeliac NSW/ACT receive a 10% discount on advertising rates

### Discount for Multiple Bookings *(Please tick)*

- 2 issues paid in advance 5%
- 3 issues paid in advance 10%
- 4 issues paid in advance 15%

**Booking Deadline** Friday 13 July 2012  
**Artwork Deadline** Friday 20 July 2012

### Artwork Requirements

The Sentinel is blue grayscale. Artwork supplied (by email or CD) must be in one of the following formats:

- (300dpi) high resolution PDF format.
- (300dpi) high resolution .tif format
- High resolution .jpg files

Advertisement artwork can be designed and assembled by us at an additional cost. Please contact the Office to arrange for a quote.

The ad required is identical to the artwork supplied for a previous edition. Please advise edition: \_\_\_\_\_

### Contact

Mrs Penny Dellsperger  
Coeliac NSW/ACT  
PO Box 271 WAHROONGA NSW 2076  
Telephone: (02) 9487 5088 Fax: (02) 9487 5177  
Email: [penny.dellsperger@coeliac.org.au](mailto:penny.dellsperger@coeliac.org.au)

**New Advertisers** Please note that gluten testing results and payment in advance for the first advertisement is required.

**Current Advertisers** Please note that our payment terms are 30 days. New bookings will not be accepted where monies are outstanding.

All advertising material must be approved by the editorial committee prior to publication. The editorial committee reserves the right to accept or reject any advertising material. Food products advertised within the Coeliac Sentinel must be gluten free.

Please note that the Foods Standards Australia New Zealand Code states that "Save where otherwise expressly prescribed by this Code, the label on or attached to a package containing or any advertisement for food shall not contain the name of or a reference to any disease or physiological condition". **This means that the word 'coeliac' cannot be used in your advertisement.**

No correspondence will be entered into. Advertisements are accepted in good faith, however, Coeliac Australia and individual State organisations cannot be held responsible for any claims made by advertisers.

I have read and agree to the above terms. Please accept this booking for advertising space in the Coeliac Sentinel September 2012 edition.

Signed \_\_\_\_\_

Date \_\_\_\_\_

**Booking Deadline: Friday 13 July 2012**

