



ET Australia Magazine Media Kit

Associate your brand with ET Australia's success stories and employment outcomes occurring on the Central Coast.

Why Advertise in ET Australia Magazine?

ET Australia magazine is a Central Coast focussed magazine produced by ET Australia. Free to our contact list and subscribers, it's a professional, full colour publication distributed to over 700 businesses, 500 education providers and over 1,000 students and parents of students in both print and digital format.

Key Benefits of Advertising in ET Australia Magazine:

- Print and digital distribution to over 2,500 contacts
- Combined print and digital readership of over 4,300
- Full colour print x 300 copies on high quality coated stock paper
- Digital PDF and interactive copies available to contacts online
- Variety of ad space to suit your budget
- Growing subscriber base
- Appeal to a wide range of consumers and influencers



Online

Print

Publications & Deadlines:

Cover Date (2017)	Publication Date	Advertisement/Advertorial	
		Booking Deadline	Material Deadline
Winter/Spring	Thursday 17th August	30th June	7th July
Summer/Autumn	Thursday 14th December	27th October	3rd November

Advertising Rate Card

Rates & Sizing:

Full Page

297 (h) x 210 (w)

\$500

Half Page – Horizontal

133 (h) x 190 (w)

\$300

Quarter Page – Horizontal

64 (h) x 190 (w)

\$250

Quarter Page – Two Columns

64 (h) x 125 (w)

\$200

Quarter Page – One Column

64 (h) x 60 (w)

\$150

*Prices are inc GST

Size Description	Height x Width (mm)	Casual Rate	2 Pack Rate*
Full Page	297 x 210	\$500	\$400
Half Page – Horizontal	133 x 190	\$300	\$240
Quarter Page – Horizontal	64 x 190	\$250	\$200
Quarter Page – Two Columns	64 x 125	\$200	\$160
Quarter Page – One Column	64 x 60	\$150	\$120

*book both publications in a calendar year and save 20%

Artwork Specifications:

All artwork files should be supplied in press ready pdf format, all images must be 300dpi and emailed to: advertising@etaustralia.com

Design and Production Service:


Do you need Artwork?

ET Australia through its design partners can assist in creating your advertisement. Please indicate on the booking form that you require assistance with creating artwork, and we will contact you to confirm.

Book Your Advertising in 3 steps:

1. Select your advertising size.
2. Fill in the booking form.
3. Send the booking form along with your artwork to advertising@etaustralia.com by the due date.

Advertising in ET Australia Magazine?

 (02) 4323 1233

 advertising@etaustralia.com

 www.etaustralia.com/advertise-with-et-magazine

Booking Form



Contact name _____

Company _____

Postal address _____

Postcode _____

Telephone _____ Mobile _____

Email _____

Website _____

Please book the following editions:

Casual Two Pack

Display advertisement:

Advertisement Size:

Full Page \$500 Half Page \$300 Quarter Page (Horizontal) \$250 Quarter Page (2 Columns) \$200 Quarter Page (1 Column) \$150

To be displayed in:

Winter/Spring Summer/Autumn

Advertising Artwork:

We will supply our own artwork to ET Australia specifications We need help in creating our artwork

Special Instructions: _____

How to Pay:

Payment Details (Please quote invoice number as reference)

Direct deposit:

Bank: NAB-Gosford
BSB: 082-620
A/C No: 03-640-4867
A/C Name: Employment and Training Aust Inc.

Credit card:

By Phone: 02 4323 1233
Quote Ref: (Invoice Number)

In person:

Present this invoice to ET Australia Reception to make a payment. Cash, EFTPOS or Cheque accepted.

Please send your completed booking form to advertising@etaustralia.com upon receipt of your booking form, ET Australia will issue you with an invoice to pay.

Authorisation:

By signing below, I acknowledge that I have read and agreed to the terms and conditions of advertising in ET Australia Magazine outlined on www.etaustralia.com/magazine-terms-and-conditions

Signature: _____

ET Australia Magazine is proudly published by ET Australia

(02) 4323 1233 advertising@etaustralia.com www.etaustralia.com

123 Donnison St, Gosford NSW 2250