

Available Advertising Types

1. Classified Advertising
2. Display Advertising
3. Insert Advertising

Premium Listings

Premium listing locations include the back cover, inside front and inside back cover which are highly sought after and sold on a first served basis. Book now to avoid disappointment.

Free Classified Listings

qb publishes all personal notices including births, anniversaries, marriages and deaths free of charge. A 50 word limit applies to these listings - for extended messages our standard classified advertising rates apply.



Booking Form

Contact Details

Name _____

Business Name (if applicable) _____

Phone () _____

Fax () _____

Billing Address _____

_____ Postcode _____

Email _____

Booking Details

Type of listing

- Classified Display Ad Insert

Size _____

Preferred placement _____

Classified Message _____

Issue(s) Booked

- February April June

- August October December

- I have read and agree to all of The qb terms and conditions.

Total Price \$ _____

Please complete and return this sheet with your material to:

Robynne Milne, Editor, The qb, PO Box 6166 Mitchelton Qld 4053

Please fax this form to 07 3354 5646

For all enquiries please phone Robynne Milne (3354 5633) or

Helen Holdsworth (3354 5619) or email qb@qb.com.au.

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Advertising Details

Classified Advertising

Classified advertising is charged at a rate of 55c per word (or 45c on a contract rate where three or more ads are booked within a twelve month period).

Casual ads are paid in advance by credit card (pay by phone is available). Ads featured regularly in The qb include accommodation, items for sale and services required.

Display Advertising

Display ads are featured on most pages in each edition. They are full colour unless otherwise specified.

Display ads are charged according to size, as indicated. Contract rates apply where three or more ads are booked within a twelve month period.

All pricing includes GST.

Preferred placement

Special positions may be negotiated where possible - please contact us to discuss your needs further.

*Premium placements attract an extra 15% rate fee and are limited. Contact us for availability.

Display Advertising Rates	
	Colour
Premium Full Page - Back Cover	
Casual	\$1,560
Contract (3 issues +)	\$1,300
Full Page - IFC* / IBC*	
Casual	\$1,320
Contract (3 issues +)	\$1,100
Half Page	
Casual	\$720
Contract (3 issues +)	\$600
Third page	
Casual	\$375
Contract (3 issues +)	\$300
Quarter Page	
Casual	\$300
Contract (3 issues +)	\$250
1/8 Page	
Casual	\$220
Contract (3 issues +)	\$180

Inserts

Inserts are a highly effective delivery method for flyers and brochures and can be placed in The qb from \$1040 per insert (depending on weight).

The qb's circulation is 6,100 copies and inserts should be no larger than DL or A5 (or A4 folded to A5). They should be delivered direct to Fergie's Print and Mail, 37 College Street, Hamilton, Qld 4007 (phone 07 3630 6500). Please include "Inserts for the qb magazine" prominently when you address your package.

Payment

Display advertisements, inserts and contract classifieds are invoiced on distribution of The qb. Casual ads are paid in advance by credit card (pay by phone is available).

Advertising Deadlines

Issue	Booking Deadline	Material Deadline
February	January 1st	January 10th
April	March 1st	March 10th
June	May 1st	May 10th
August	July 1st	July 10th
October	September 1st	September 10th
December	November 1st	November 10th

Advertising Contact

Robynne Milne
PO Box 6166 Mitchelton Qld 4053
qb@qb.com.au
Fax: (07) 3354 5646
Ph: (07) 3354 5633



Artwork Supply

Important details on how to supply your material is outlined on the next page. Material that does not meet these specifications may not be accepted for publication or incur additional charges due to editing requirements.

If you have any questions or concerns about artwork supply please contact us.

Please supply a self-addressed envelope and postage stamp if you would like your material returned.

We can design for you!

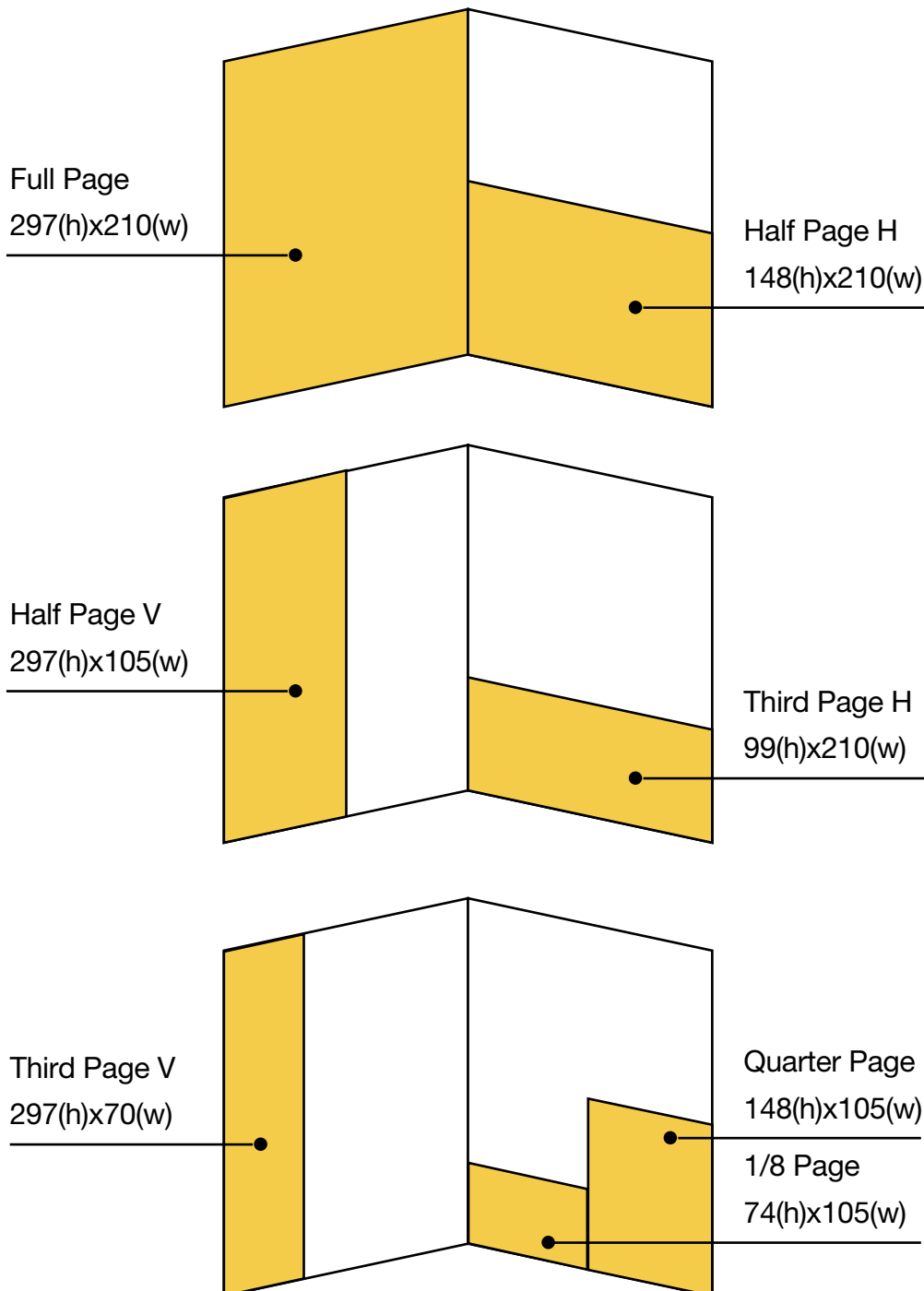
We can design an ad specifically for inclusion in The qb. If you would like to take advantage of this service, please phone Robynne Milne 07 3354 5633 or email qb@qb.com.au.

Material Requirements

Please supply artwork in the following format:

- Complete artwork can be supplied as: PDF, EPS or JPEG
- All images must be 300dpi
- Type should be converted to paths or flattened
- Please ensure all files are CMYK
- Please add 5mm bleed allowance

Only digital material will be accepted. All artwork to be submitted as press ready PDF files emailed to qb@qb.com - files exceeding 4mb should be sent on a disk to PO Box 6166 Mitchelton Qld 4053.



Terms & Conditions

General Conditions

No cancellations of space can be accepted after the published booking deadline. If copy is not received by deadline date, the Publisher reserves the right to insert copy previously published. The positioning or placing of an advertisement is at the Publisher's discretion, except where specifically agreed to by the Publisher and a loading is paid by the client. Whilst all care will be taken the publisher cannot be responsible for any problems resulting from supplied digital files. The client warrants that the advertisements to be placed pursuant to this order will: Contain no defamatory, obscene or otherwise unlawful matter; Not infringe any rights, including copyright, or any third parties; comply with the Standards of The Media Council of Australia, The Advertising Standards Council, all other relevant regulatory bodies and; Not in any way be false, misleading or deceptive or otherwise breach any provision of the Trade Practices Act. The Publisher reserves the right to reject any advertisement considered to be unsuitable for publication.

www.qb.com.au

