

# Queensland Caravan Parks Directory

# Rates Print & Digital

**BOOKING DEADLINE**  
**16 AUG**

**MATERIAL DEADLINE**  
**30 AUG**

CTIA & CPAQ MEMBER RATES			UPGRADE YOUR DIGITAL ADVERTISEMENT			
ADVERTISEMENT SIZE	TRIM AREA (width x height)	MEMBERS RATES (incl. GST)	RATE INCLUDING OPTION A	RATE INCLUDING OPTION B	RATE INCLUDING OPTION C	MEMBER SAVINGS
BACK PAGE <i>* INCLUDE 5mm bleed</i>	210 x 297 mm	\$10,153	\$10,208	\$10,248	\$10,678	\$2,000
INSIDE FRONT <i>* INCLUDE 5mm bleed</i>	210 x 297 mm	\$9,717	\$9,772	\$9,812	\$10,242	\$1,500
INSIDE BACK <i>* INCLUDE 5mm bleed</i>	210 x 297 mm	\$9,717	\$9,772	\$9,812	\$10,242	\$1,500
DOUBLE PAGE SPREAD <i>* INCLUDE 5mm bleed</i>	420 x 297 mm	\$15,204	\$15,259	\$15,299	\$15,729	\$2,000
FULL PAGE <i>** no bleed required</i>	187 x 275 mm	\$8,762	\$8,817	\$8,857	\$9,287	\$1,500
2/3 PAGE <i>** no bleed required</i>	187 x 173 mm	\$6,583	\$6,638	\$6,678	\$7,033	\$1,500
1/2 PAGE (VERTICAL) <i>** no bleed required</i>	90 x 259 mm	\$6,000	\$6,055	\$6,095	\$6,450	\$1,500
1/2 PAGE (HORIZONTAL) <i>** no bleed required</i>	187 x 127 mm	\$6,000	\$6,055	\$6,095	\$6,450	\$1,500
1/3 PAGE (VERTICAL) <i>** no bleed required</i>	90 x 172 mm	\$4,236	\$4,291	\$4,331	\$4,686	\$1,500
1/3 PAGE (HORIZONTAL) <i>** no bleed required</i>	187 x 84 mm	\$4,236	\$4,291	\$4,331	\$4,686	\$1,500
1/4 PAGE <i>** no bleed required</i>	90 x 130 mm	\$3,144	\$3,199	\$3,239	\$3,564	\$1,500
1/6 PAGE <i>** no bleed required</i>	90 x 84 mm	\$1,998	\$2,053	\$2,093	-	\$1,822
1/12 PAGE <i>** no bleed required</i>	90 x 42 mm	\$999	\$1,054	\$1,094	-	\$2,139
BOTTOM STRIP <i>** no bleed required</i>	187 x 13 mm	\$683	\$738	\$778	-	\$1,851

DIGITAL STATIC ADVERTS			
DIGITAL STATIC ADD ON OPTION	OPTION	AVAILABILITY	ADD ON RATE (incl. GST)
Link your email <b>or</b> web address to your advert in the digital version of the Directory	A	1 x Email <b>or</b> 1 x Web Link	\$55
Link your email <b>and</b> web address to your advert in the digital version of the Directory	B	1 x Email <b>&amp;</b> 1 x Web Link	\$95

*Extra links are available for an ADDITIONAL COST (incl. GST)*

DIGITAL ANIMATION ADVERTS			
ADVERTISEMENT SIZE	OPTION	DIGITAL ANIMATION ADD ON OPTION	ADD ON RATE (incl. GST)
FULL PAGE ADVERT inc. BACK PAGE, INSIDE FRONT, INSIDE BACK COVER and DOUBLE SPREAD	C	<b>Animation</b> — (Continuous animation + video (optional) / audio link*) *Limits apply + <b>1 x email/1 x web link</b>	\$525
2/3 PAGE	C	<b>Animation</b> — (Animation of text + slide-in of images from either left/right/top/bottom) + pan/zoom images + video link. + <b>1 x email/1 x web link</b>	\$450
1/2 PAGE (VERTICAL OR HORIZONTAL)	C	<b>Animation</b> — (Animation of text + slide-in of images) + Max. 6 images rotating in 3 image slots + <b>1 x email/1 x web link</b>	\$450
1/3 PAGE (VERTICAL OR HORIZONTAL)	C	<b>Animation</b> — (Animation of text + slide-in of images) + Max. 6 images rotating in 3 image slots + <b>1 x email/1 x web link</b>	\$450
1/4 PAGE	C	<b>Animation</b> — (Ad slide-in multiple strips from either left/right/top/bottom) + max. 6 images rotating in 3 image slots + <b>1 x email/1 x web link</b>	\$420

**GO TO TERMS & CONDITIONS**

**GO TO ADVERT SPECIFICATIONS**

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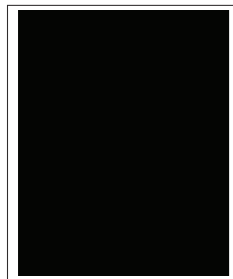
Need help creating your ad?  
*(Artwork will be an additional charge)*

**CLICK HERE TO CONTACT JCA**

# Queensland Caravan Parks

## Directory

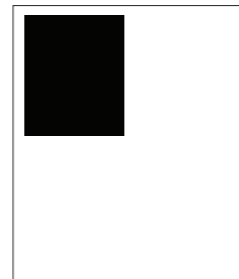
# Advert Specifications



### FULL PAGE (FP)

TRIM SIZE mm NOTES/BLEED mm  
187 (w) x 275 (h) *no crop or bleed required*

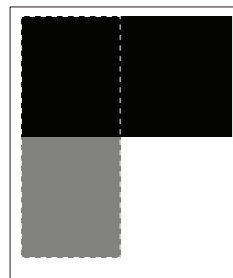
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### QUARTER PAGE (1/4)

TRIM SIZE mm NOTES/BLEED mm  
90 (w) x 130 (h) *no crop or bleed required*

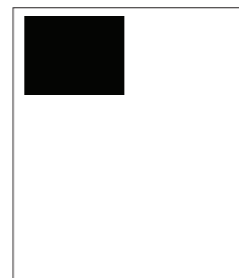
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### HALF PAGE (1/2) horizontal

TRIM SIZE mm NOTES/BLEED mm  
187 (w) x 127 (h) *no crop or bleed required*

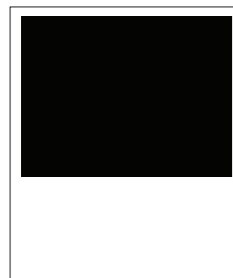
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### HALF PAGE (1/2) vertical

TRIM SIZE mm NOTES/BLEED mm  
90 (w) x 259 (h) *no crop or bleed required*

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### TWO THIRDS PAGE (2/3)

TRIM SIZE mm NOTES/BLEED mm  
187 (w) x 173 (h) *no crop or bleed required*

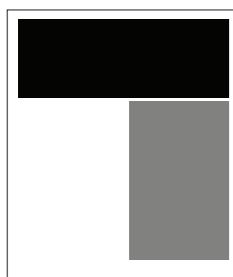
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### TWELFTH (1/12)

TRIM SIZE mm NOTES/BLEED mm  
90 (w) x 42 (h) *no crop or bleed required*

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### THIRD PAGE (1/3) horizontal

TRIM SIZE mm NOTES/BLEED mm  
187 (w) x 84 (h) *no crop or bleed required*

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### THIRD PAGE (1/3) vertical

TRIM SIZE mm NOTES/BLEED mm  
90 (w) x 172 (h) *no crop or bleed required*

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### BOTTOM STRIP

TRIM SIZE mm NOTES/BLEED mm  
187 (w) x 13 (h) *no crop or bleed required*

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[▶ EXPORT NO BLEED PDF SETTINGS](#)

[▶ EXPORT BLEED PDF SETTINGS](#)

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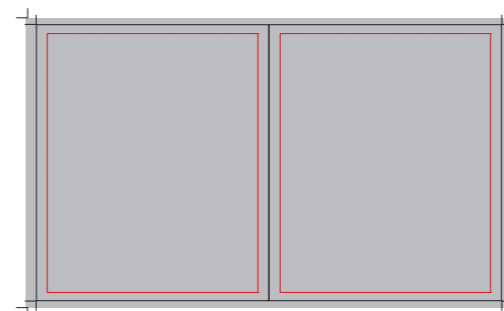
### IMPORTANT

- Please allow for gutter (spine) image and text potential loss
- Do not place text or important images near the spine or page edges
- Bleed and crop marks only required for DPS, IFC, IBC & BC adverts.

### MATERIAL REQUIREMENTS

Completed/final design ads may be supplied via email or sent to [info@johncochraneadvertising.com](mailto:info@johncochraneadvertising.com) via WETRANSFER or HIGHTAIL

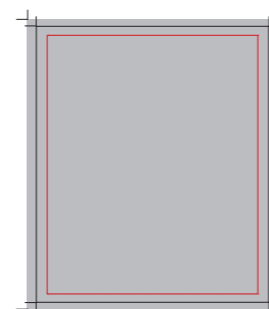
- Any ads featuring a white background are required to have a border around the perimeter of the ad in order to separate if from page content.
- Artwork supplied must be in PDF format. Please ensure all fonts are outlined and colours are in CMYK (not spot colours/RGB). Take care to include bleed, trim and registration marks where needed. Minimum bleed size is 5mm on artwork requiring bleed, trim and registration marks must start 5mm outside of the trim. Please keep important type 10mm away from the trim edge.
- Any supporting files should be supplied at the resolution of 300dpi at publishing size.



### DOUBLE PAGE SPREAD (DPS)

TRIM SIZE mm NOTES/BLEED mm  
420 (w) x 297 (h) *- 5mm all round*  
*- Allow 20mm type-safe area from the inside gutter, 10mm text margin*

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### INSIDE FRONT/BACK (IFC, IBC)

TRIM SIZE mm NOTES/BLEED mm  
210 (w) x 297 (h) *- 5mm all round*  
*- Allow 10mm text margin*

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# Queensland Caravan Parks Directory

# Advert Specifications

BOOKING DEADLINE  
**16 AUG**

MATERIAL DEADLINE  
**30 AUG**

## Print Advert Specifications

### ADDITIONAL INFORMATION

- Apart from covers, no position can be guaranteed although every effort will be made to position advertising as requested.
- Special preferred/specified positions attract 20% loading.
- All advertising content is subject to the approval of the publishers.
- **PROOFS:** PDF sent via email address supplied by you as per Booking Request Form. For those without an email address, a proof will be supplied as a colour laser copy sent to your postal address, as per your booking request form.

### CHECK YOUR PROOF THOROUGHLY

*Due to time constraints advertisements produced by our designers can **ONLY ALLOW 1 CHANGE/ ALTERATION UPON PROOFING**. Continual changes made to your advertising proof will incur extra costs.*

### SUPPLIED PRINT MATERIAL REQUIREMENTS

- Any ads featuring a white background are required to have a border around the perimeter of the ad in order to separate it from page content.
- Complete ads **MUST** be supplied as high resolution Adobe Acrobat PDF's.
- All colours to be in **CMYK**. RGB/Pantone Spot colours will not be accepted.
- **WARNING** – *Combination of any colour in CMYK used are NOT to exceed 280% ink limit.* If ink limit is not correct an additional cost of \$45 + GST applies.
- When supplying files all fonts to be converted to outlines/curves.
- All files to be supplied on disc, USB, SD card or emailed.
- Make sure that you have supplied ALL graphics. Delete all unused graphics that are on the artboard.
- **PHOTOS:** 300dpi, high resolution images supplied on disc, USB or emailed. Resolution of TIFF files should not exceed 600dpi and should be no less than 300dpi.

## Digital Advert Specifications

If you advertised in the 2019 edition you have the option to simply repeat your digital ad, as per the cost of the digital advertising rates. However, any changes to the animation of REPEAT ADS will incur an extra cost depending on the changes. Please contact John or Rachel for further information.

New advertisements will be created by our on-site design team, please call John or Rachel direct on 07 3284 0447 should you have any further queries.

### DIGITAL ANIMATION CHECKLIST

In order to build the animation for your advert we **MUST** have the following materials supplied.

*NB: We accept all Adobe Creative Suite files.*

#### ADVERT SUPPLIED FOR PRINTED VERSION

The printed artwork that has been created by your graphic designer for the directory will need to be supplied to us

FULLY PACKAGED which includes:

- High resolution images (no less than 300dpi)
- High resolution logo (no less than 300dpi, preferably vector)
- Fonts packaged
- Any additional high resolution images that the advert will require for image rotation
- Email/web links

#### ADVERTISEMENT CREATED BY JOHN COCHRANE ADVERTISING (JCA)

If your ad has been created by JCA, please supply:

- Any additional high resolution images (no less than 300dpi) for image rotation
- Email/Web links

**DON'T FORGET**  
to supply  
extra images  
for animation

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# Queensland Caravan Parks *Directory*

# Terms & Conditions

**BOOKING DEADLINE**  
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- No guarantee will be given to any preferred position requested by the Advertiser or Advertising Agency, such omission shall not constitute a breach by the publisher of advertising order.
- No responsibility will be accepted for any loss arising from the failure of an advertisement or any part thereof to appear or from any error from an advertisement in the publication.
- When artwork is overdue the publisher reserves the right to repeat a previous advertisement or apply a late copy charge.
- The publisher reserves the right to censor, reject, alter or disapprove any advertising copy (in whole or in part) at anytime, and reserves the right to change, or alter type, cuts and borders.
- Whilst every care is taken in the production of advertisements no responsibility whatsoever is accepted for errors not noted by the advertiser at the time of final proof. Caravanning Queensland and John Cochrane Advertising cannot be held responsible for any errors or their subsequent effects. However any errors caused (by mechanical, technical or human) after final proofing shall be compensated only to the value of the space occupied by the error.
- Submission of advertising constitutes acceptance of these terms by Advertiser and Agency. No conditions other than those set forth on this rate card and the insertion order shall be binding on Publisher unless specifically agreed to in writing by Publisher.
- All advertisements and their content are subject to Publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation or channel/position commitment at any time. Publisher shall not be liable for any costs or damages if for any reason Publisher fails to publish an advertisement, or for errors in key number or advertiser index.
- Conditions, other than rates, are subject to change by Publisher without notice. Rates are subject to change upon notice from the Publisher. Cancellation of any reservation by the Advertiser or its Agency for any reason other than a change in rates will result in an adjustment of the rate (shortage) based on past and subsequent media reservations to reflect actual space used at the earned commitment spend level or volume rate.
- Cancellation or changes in orders may not be made by Advertiser or Agency after 60 days prior to campaign launch. In the event of cancellation, Advertiser and Agency agree to reimburse Publisher for any unit-related outside production costs incurred prior to cancellation.
- Positioning of advertisements is at the discretion of Publisher except where request for a specific position is granted, in writing, by Publisher.
- Publisher is not liable for delays in delivery, or non-delivery, in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labour or material shortage, transportation interruption of any kind, work slow down, or any condition beyond the control of Publisher affecting production or delivery in any manner.
- Advertiser and Agency shall be jointly and severally liable for monies due and payable to Publisher for advertising ordered and published. Should collection efforts become necessary, Advertiser and Agency agree to pay attorney fees, expenses, and costs incurred in connection with collection of all monies due.
- Creative work produced by Publisher remains the sole property of Publisher unless otherwise stated in writing with approval of Publisher.



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