

WHO'S OF WHO METALS 2020

ANNUAL BUYER'S GUIDE DIRECTORY AND INDUSTRY RESOURCE

ADVERTISING OPTIONS

- 1 DISPLAY ADS
- 2 BUYER'S GUIDE DIRECTORY
- 3 CORPORATE LOCATOR

SAVE 25% WITH PACKAGES

PLATINUM | GOLD | SILVER | BRONZE | STAINLESS | ALUMINIUM

WHO'S WHO OF METALS



CLOSES
20 August

adam@rala.com.au / +61 2 9420 2080

Artwork specifications for September "WHO'S WHO OF METALS" edition

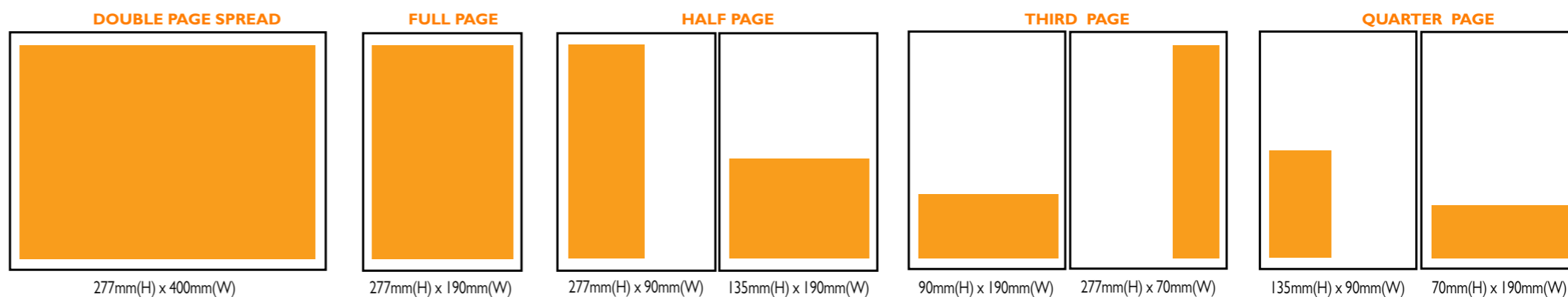
Maximise your Brand coverage with any of the "Gold, Silver, Bronze, Platinum, Aluminium packages".

(1) Display advertisements (2) Buyer's Guide directory (3) Website Showcase sections may be combined in any size combination or booked separately.

1 DISPLAY ADVERTISEMENT

Positioned upfront within editorial content

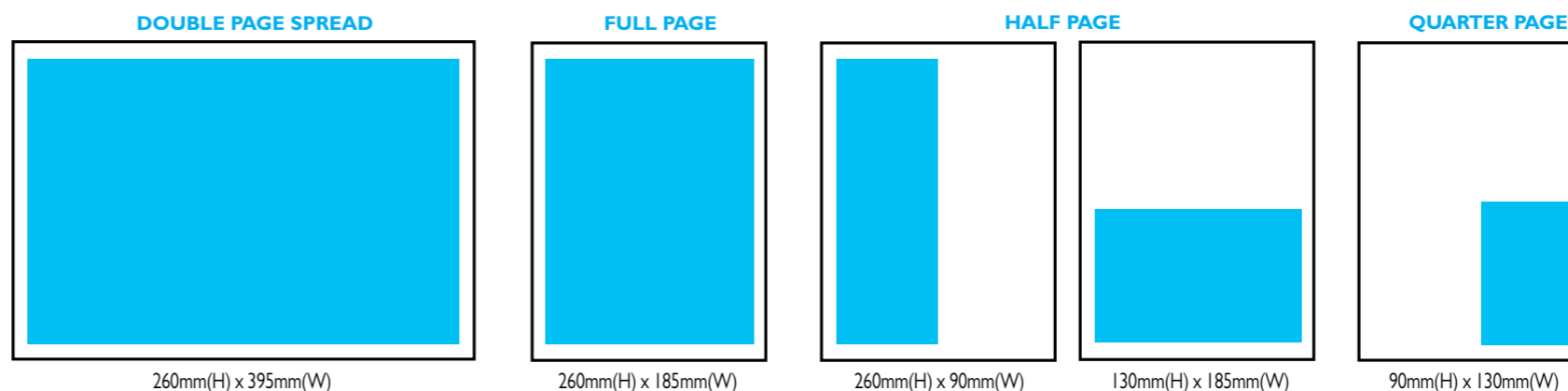
Double page spread	\$3,575
Full page	\$2,365
Half page.....	\$1,775
Third page.....	\$1,540
Quarter page.....	\$1,290



2 BUYER'S GUIDE ENTRY

Alphabetical - Company listings

Double page spread	\$3,575
Full page	\$2,365
Half page.....	\$1,775
Quarter page.....	\$1,290



3 CORPORATE LOCATOR

Alphabetical - Company listings

Single entry	\$495
Double entry	\$860

NEED HELP WITH ARTWORK?

We assist with any artwork design or production needed

Adam Cail - adam@rala.com.au | Tel: +61 2 9420 2080

Rates are exclusive of GST.

Artwork and production

Artwork and production services are available anytime - for suggestions and recommendations contact Adam Cail on +61 2 9420 2080 | adam@rala.com.au

Note: Foundry Suppliers Directory entries are not available within this September edition only – available all other issues

Placement

Buyer's Guide Directory and Website Showcase Directory entries are all listed alphabetically. Display advertising placement (best available) at the publisher's discretion.

Production fees

Fees will apply for corrections or alterations to artwork if submitted incorrectly or if additional work carried out - All production charges included with invoice.

Artwork quotations

A quotation can be provided once job requirements have been confirmed and material sighted.

WHO'S WHO OF METALS

PACKAGES

Confirm

YOUR BOOKING BEFORE **20 August** adam@rala.com.au / +61 2 9420 2080

Each key section can be booked individually or combined with any size space options

	PLATINUM	GOLD	SILVER	BRONZE	STAINLESS	ALUMINIUM
1	DISPLAY ADVERTISEMENT Double page	DISPLAY ADVERTISEMENT Full page	DISPLAY ADVERTISEMENT Full page	DISPLAY ADVERTISEMENT Half page	DISPLAY ADVERTISEMENT Half page	DISPLAY ADVERTISEMENT Quarter page
2	BUYER'S GUIDE DIRECTORY ENTRY Full page	BUYER'S GUIDE DIRECTORY ENTRY Full page	BUYER'S GUIDE DIRECTORY ENTRY Half page	BUYER'S GUIDE DIRECTORY ENTRY Half page	BUYER'S GUIDE DIRECTORY ENTRY Quarter page	BUYER'S GUIDE DIRECTORY ENTRY Quarter page
3	WEBSITE SHOWCASE Single listing	WEBSITE SHOWCASE Single listing	WEBSITE SHOWCASE Single listing	WEBSITE SHOWCASE Single listing	WEBSITE SHOWCASE Single listing	WEBSITE SHOWCASE Single listing
	MCT WEBSITE Boxed ad	MCT WEBSITE Boxed ad	MCT WEBSITE Boxed ad	MCT WEBSITE Boxed ad	MCT WEBSITE Boxed ad	MCT WEBSITE Boxed ad
	Valued at \$7,040 Less 25%	Valued at \$5,830 Less 25%	Valued at \$5,240 Less 25%	Valued at \$4,650 Less 25%	Valued at \$4,165 Less 25%	Valued at \$3,680 Less 25%
	\$5,280	\$4,373	\$3,930	\$3,488	\$3,124	\$2,760

1 DISPLAY ADVERTISEMENT

- Positioned upfront within editorial content
- Double page spread \$3,575
- Full page \$2,365
- Half page..... \$1,775
- Third page..... \$1,540
- Quarter page \$1,290

2 BUYER'S GUIDE ENTRY

- Alphabetical - Company listings
- Double page spread \$3,575
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- Quarter page \$1,290

3 CORPORATE LOCATOR

- Alphabetical - Company listings
- Single entry \$495
- Double entry \$860

MCT ONLINE ADVERTISING

- MCT Boxed advertisement..... \$605
- MCT Banner advertisement \$1,090
- Company logo \$275
- Video inclusion POA
- Exclusive Email Broadcast \$2,475

Rates are exclusive of GST.

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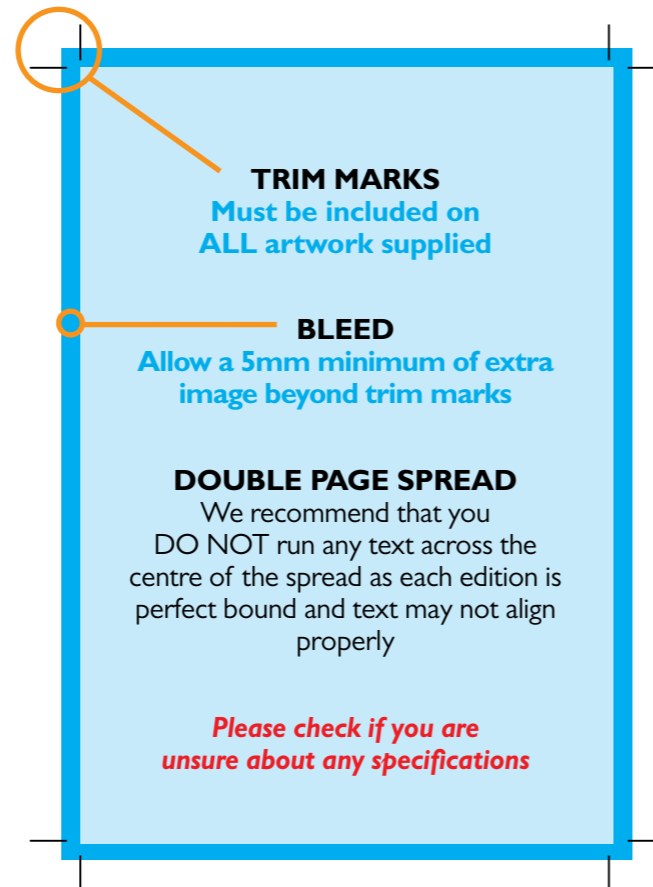
Supplying artwork material

High resolution press optimised PDF

- **Trim marks** MUST be included
- **300dpi** minimum resolution
- **CMYK** separated artwork
- **Fonts** created as outlines
- **Bleed** 5mm minimum

Simply contact Adam for any assistance with artwork or production on
Tel: +61 2 9420 2080 | adam@rala.com.au

Note: Should artwork not be supplied to the publisher's required specifications a production fee may apply to correct.



If artwork design is required

Please supply TEXT as Word document, include all images and or logos individually in high resolution. When artwork is created on behalf of the client, a colour PDF proof will be forward for final approval prior to publication.



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Payment Terms

Payment is due 30 days after invoice unless prior arrangement has been approved. (EFT) Electronic Funds Transfer is available. Credit Card payment is accepted for Visa, Mastercard. Additional fees may apply for late payments. Conversion and transfer fees will be pass onto the client. All specified rates do not include 10% GST and will be added to invoice for bookings made within Australia.

Artwork, Design and Production Fees

All artwork and material supplied to the publisher must be supplied to specific specifications and dimensions. Production fees will apply should artwork and material be incorrectly submitted, require design, alterations or amendments, additional proofs, or requiring any additional production or services needed for publication. Production fees will be invoiced to the client and charged at cost in addition to the advertising space booked. The positioning or placing of an advertisement is at the discretion of the publisher except where specific instructions are agreed upon when booking.

Cancellations

Cancellations after the publication booking deadline will not be accepted and the full rate booked will be invoiced. In the event of non-receipt of the new copy, the publisher reserves the right to reprint the previous insertion or substitute artwork on behalf of the client to fulfil the space booked.

Agency Commission

10% agency commission is offered to Accredited Advertising Agencies only. The publisher reserves the rights to decline commission to new clients until approval has been negotiated.

Features

Editorial features are planned to run over the forthcoming issues. Please note however, that the publisher reserves the right to alter, change, delete or substitute any feature for others. Before booking space in any given feature please indicate placement of advertisement.

Additional Services

Promotional Materials, Email broadcasts, Additional Copies, Specific mailings, Online Suppliers Directory, Mailing Address Flysheet, Run ons, Reprints, Attached CD and DVD, Front Cover Wrap arounds, Special PMS inks and Fluorescent Colours, Gold and Silver

Foiling, Belly Wrap around, Custom Packages, Custom bookmarks, please ask us how we can create a unique and specific marketing method to enhance your marketing and promotional requirements

Printing

Printing method is four process printing, all colours will be matched as closely as possible. However specific requirements will be charged in addition – such as PMS Colours, Metallic inks or Fluorescent inks will be printed as 5th colours – POA.

Liability

The publisher reserves the right to alter or omit any article or advertisement submitted and requires indemnity from the advertisers and contributors against damages or liabilities that may arise from material published. The publisher will not be liable for damage or other circumstances arising from omission, late publication, any loss occasioned by failure of an advertisement to appear on any specific date, any discrepancy in colour, layout or design of advertisements, or any other cause whatsoever for damage to or loss of artwork or any other material.

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The above information is subject to change without notification at the discretion of the publisher.