

2011 ROTARY DIRECTORY - Information for advertisers

Advertising Prices for 2011 Rotary Directory (Prices are inclusive of GST)	Same as last year (SALY) or Ready to insert (RTI)	Repeat copies - copy to another category without changes	Graphics & layout work required
Clubs & Organisations (text only, eighth page)	\$55	-	\$55
Basic Listing (see note below)	\$85	\$85	\$85
Eighth page, text only, b&w	\$170	\$140	\$170
B&W Quarter page (l'scape 125x40 or portrait 60x80)	\$340	\$300	\$360
B&W Half page (125x80 – landscape)	\$450	\$400	\$480
B&W Full page (125x170)	\$600	\$560	\$640
Colour Quarter page (l'scape 125x40 or portrait 60x80)	\$400	\$350	\$450
Colour Half page (125x80 – landscape)	\$700	\$650	\$750
Colour Full page (125x170)	\$1,000	\$950	\$1,050
Special out-of-category advert, half or full page only	-add a 50% loading		

PLEASE NOTE:

- Graphics and Layout work:** We do not have the services of an in-house graphic artist but can help with typing and straightforward layout where needed and can handle a range of formats. For any major creative work however, we recommend the use of a professional graphic artist who understands the technical aspects of commercial colour printing and will be able to provide a "ready to insert" PDF file (CMYK colour, embedded fonts, correct size, ready to insert).
- Changes to current (2010) adverts:** We are sometimes unable to make changes to adverts that have been previously given to us "ready to insert" as PDF or as images. Changes generally need to be made on **the original working documents and then forwarded again** as a "ready to insert" PDF. Where we can help with changes there will be a small charge as in the table above.
- Discounts:** As shown in the table above, there are discounted prices for adverts copied with no changes to other categories.
- Sending your adverts to us:** Your files can be emailed to gteas@westnet.com.au or use the easy and secure Drop Box on our website – especially if your files are too large to email. The DropBox is found on www.mrrotarydirectory.com on the Directory Administration page.

TYPES OF ADVERTISEMENTS: (Also see out Hints & Tips page)

- Text only Adverts**, using our standard fonts and standard layouts. Multiline titles (business names) will reduce the space available for other information.
 - Basic Listings** (\$85) – just your business name and location and contact details. Space is limited so if your business name is long you may need to take out an Eighth-Page entry. See more over page.
 - Eighth-Page Entries** (\$170) – as for Basic Listings but there is also enough space to add a few lines about your business as well as provide details of contacts and location. See more over page.
- Quarter-Page Advertisements** (b/w or colour). Can include graphics with your own fonts and layout. They can be either landscape (125 x 40 mm) or portrait (60 x 80 mm).
- Half-Page Advertisements** - landscape only (125 x 80 mm) either black & white or full colour.
- Full-Page Advertisements** – 125 x 170 mm, either black & white or full colour.

ROTARY DIRECTORY ONLINE (www.mrrotarydirectory.com)

All advertisers will have basic details listed free-of-charge in the online version of our directory, with active links to emails and websites. During 2010 the online version will move from www.mrrotarydirectory.com to the new www.margaretriver.wa.au where advertisers will be offered a range of upgrade options.

TIMELINE FOR 2011 EDITION

Invoicing for renewals posted out in early July 2010
 Advertising for new advertisers..... July & Aug 2010
 Deadline for payments and details of all adverts..... 31 Aug 2010
 Compilation and proofreading..... Sept & Oct 2010
 Printing and binding Nov 2009 to Jan 2011
 Distribution early Feb 2011



*Service above self-
they profit most who
serve best*

For further information

Contact Loraine Teasdale, 16 Bussell Hwy, Margaret River 6285
 Ph 9757 3278 Fax 9757 3708 gteas@westnet.com.au
 or check our website www.mrrotarydirectory.com (see the Directory Admin page)

See page 2 for hints, tips and technical information →

Hints and Tips

TEXT ADVERTS: Details can be forwarded to us via email, fax, post or by hand. We will apply our standard fonts and formats. Basic Listings can have up to 6 lines and Eighth-Page adverts can have up to 12 lines with the business name taking up 2, 4 or even 6 of these lines depending on the number of characters. See the samples below.

IMAGES: Any images supplied should be high enough resolution for quality printing (300 dpi), but keep in mind that high resolution cannot fix a poor image. If required we can scan an image for you but the clearer and larger the original the better the result. Note that images prepared for the internet are usually less than 100 dpi and are not high enough resolution for printing. Don't use a page layout program such as MSWord to reduce/enlarge an image by more than 50% of its original size – use an image-editing program instead.

COLOUR: Commercial printing is very different to printing something from your computer. Matching your colours is often difficult as your home computer usually deals with RGB colours while commercial printing works with CMYK inks.

FONTS: In order to print your advertisement accurately we need your fonts installed on our machines, which is OK if you use common fonts. Otherwise you need to embed your fonts in the document when you save it, or convert text to paths, curves or outlines (in which case the text is no longer editable).

PDF: The preferred way to provide us with your advertisement is as a high quality, “ready-to-insert” PDF with settings for High Quality Print or Press. These files are designed for accurate reproduction and good printing.


MAKING CHANGES: Making changes to a PDF or JPG is limited. If you require us to make changes to your advertisement we generally **need the original working files rather than the PDF**. This is not a problem for text adverts.

OTHER FORMATS: We can generally cope where necessary with Illustrator, Photoshop, eps, tiff, jpg, MSWord, MSPublisher files. Remember that jpg files can lose quality each time they are saved. Commercial printers occasionally have a problem with pdf's made from old versions of MSWord or Publisher even though they look fine and print fine on our home systems. Adobe pdf's are the safest.

SIZES OF ADVERTISEMENTS:

Basic Listing Sample 1	<p>ROTARY DIRECTORY Location address Name and phone email website</p>
Basic Listing Sample 2	<p>ROTARY DIRECTORY OF MARGARET RIVER Location address or Name & phone or email or website</p>
Eighth Page Sample	<p>ROTARY DIRECTORY Location address A few lines about your business – a long business name will reduce the space available. Work on 11 lines total, with each line of the title counting double. This example uses 11 lines. Name and phone email or website</p>

ROTARY DIRECTORY



A sample Quarter Page advert

Anything you wish to include about you and your business. The layout and format is up to you.

Just send us your complete quarter page advert, correct size, ready for us to insert. We suggest you send it as a PDF.

Or we can help you put it together.

A landscape layout is also an option, as is colour.

**Sizes: 60 mm wide by 80 mm high
or 120 mm wide by 40 mm high**

Half Page adverts are 125 mm wide by 80 mm high, in b&w or in colour.

Full Page adverts are 125 mm wide by 170 mm high, in b&w or in colour.