

2008 Australian Marina & Private Jetty Directory

National
 Every 2 Years (approx)
 \$12.95 rr (tbc)
 On Sale **November 2007**
 Deadline **October 12 2007**
 Full colour
 Printed in Australia (CTP)
 275 H x 205 W
 160-224 pages
 Established 1974
 PC 4,000-5,000 paid p.a.
 3,500-4,000 newsagents sales
 2,500 direct ex-marinas
 \$2,579* Casual pp **display** ads.

Around Australia's major coastal population centres, the growth of waterfront boating facilities, either as huge multi-million dollar commercial marinas or as part of the countless private waterfront (canal, river or lakefront) berths and jetties, has been nothing short of spectacular.

Thousands of boating families are engaging in this wonderful boating lifestyle. They are creating exceptional demand for more information about where they keep their boat; the best value options; the most secure berths - and for many Australians, the most cyclone-proof structure.

However, building berths and jetties is something that is completely foreign to most consumers, and researching the subject is extremely difficult, as it so frequently crosses State and Federal Standards, and involves state-by-state Regulations and policies. This unique publication is the only

one of its kind produced in Australia. It is designed to link the consumer and the marina industry. It provides the only complete guide to the services and facilities offered by every marina in Australia, and a **comprehensive analysis of everything** home owners need to know when building their own berth or jetty facility.



Full Page
 Marina Listing*
 \$1,183
Half Page
 Marina Listing*
 \$699

Draft Cover
 Shown for
 Display
 Purposes

For further information about the background, rates and editorial direction of the 2008 Marina/Jetty Directory, visit our web site

www.seamedia.com.au

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DISPLAY Ads			
Size	Invoice Rate	Including GST	Amount You Pay After 10% Settlement Discount
1/8th Page	\$373	\$410.30	= \$369.27
1/6th Page	487	535.70	= 482.13
1/4 Page	716	787.60	= 708.84
1/3rd Page	933	1026.30	= 923.67
1/2 Page	1366	1502.60	= 1352.34
1/4 Page "Floating"	857	942.70	= 848.43
1/3rd Page "Floating"	1119	1230.90	= 1107.81
Junior Page "Floating"	1640	1804.00	= 1623.60
Full Page	2605	2865.50	= 2578.95
Double Page Spread	4818	5299.80	= 4769.82

Marina Entry Pages

Full Page Marina Listing

includes

- Marina Name, ID & web site
- Logo
- 4 display photographs
- General description
- Marina's unique features
- All defined data per supplied specification sheet

Costs

Invoiced cost \$1,195.00
Incl GST, \$1314.50
Less 10% prompt settlement discount, **\$1,183 incl GST**

Half Page Marina Listing

includes

- Marina Name, ID & web site
- Logo (if space permits)
- 1 display photograph
- General description
- All defined data per supplied specification sheet

Costs

Invoiced cost \$707.00
Incl GST, \$777.70
Less 10% prompt settlement discount, **\$699 incl GST**



Trimmed Page Size 275 mm h x 205 mm w. ("American quarto") 15 mm edge gutters, 13mm top and 14 mm bottom gutter. 4 mm bleeds. 150-175 lpi screen ruling. Net copy area 248 mm x 175 mm

Y-2008/9 'Australian Marina Directory' Rate Card Bookings Close October 12th, 2007

Display Ad rates (shown) are eligible for a 10% prompt payment discount

Special Placements, Upfronts, Covers, Inserts, Onserts (etc):

These days, (almost) anything is possible. Talk to Publisher Ruth Cunningham for specifics.

Production Macintosh Quark Express 7.2 with Adobe PDF protocols for CTP

Ad Supply PDF or EPS format only. **Ad Transport** CD, DVD or Email.

Deadline for AMD Bookings Friday arvo, 12th of October, 2007.

Material First week October, 2007 (Or talk to Peter)

Ad Agency Commission Standard industry rates & practice

***All rates shown include GST*



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