

POWERED CATS of Australia DIRECTORY - Book 2

National
 Annual
 \$19.95 rr
 On Sale **July 2009**
 Deadline **June 12th 2009**
 Full colour
 Printed in Australia (CTP)
 275 H x 205 W
 156(+) pages
 First Edition Published 2005
 PC 8,000-9,000 (est)
 95% newsagent sales
 5% direct/book shops

Apart from Vegemite, Victa mowers and Holden cars, Australia also brought power catamarans ("Sharkcats") into the world. No other country on the planet has anything like Australia's experience, knowledge and skill in the production of power catamarans. PCA is an entire high quality, 'square back' publication dedicated to this constantly expanding, \$300 million dollar sector of the Australia commercial and recreational industry. Produced by Australia's most experienced powerboat / cat editorial team working closely with Australia's top naval architects and designers, this unique bi-annual publication is read and re-read by every single cat buyer - recreational or commercial (let alone buyers from every government or statutory authority in this field) as this is **the only directory of its kind** produced in Australia. For 2009-2010, it's bigger and more comprehensive than ever before!



RECESSION BUSTING NEWS:
 Because Powered Cats (PCA-2) is re-distributed 3 times through the newsagents, one ad lasts 12 months!

First Edition Cover Shown for Display Purposes

For further information about the background, content and/or involvement in **F&B's Powered Cats Of Australia Directory**, talk to Peter or Ruth, or visit our web site www.seamedia.com.au

POWERED CATS Of Australia Directory – Book 2

Size	Ad Rate	With 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



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

2009-2010 ‘Power Cats Of Australia’ Rate Card Bookings Close June 30th, 2009

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 PCA Bookings 30th of June, 2009.

Material PDFs by the 3rd of July

Ad Agency Commission Standard industry rates & practice

***All rates shown include GST*



SEA Media Pty Ltd ABN # 61 057 581 325

PO Box 98, Paradise Point QLD 4216 Phone (07) 5577 5700 Fax (07) 5577 5948

Email admin@seamedia.com.au [Web Site](http://www.seamedia.com.au) for all Ad Agency info www.seamedia.com.au