

PROMISES

Your engagement and wedding guide



Fairfax
MORNINGTON PENINSULA

PROMISES *Your engagement and wedding guide*

Distributed through jewellery retailers, hairdressers, newsagents and other strategic points throughout the Mornington Peninsula .

PROMISES will deliver your target audience exactly when they're looking for your business.

PROMISES is a new Fairfax publication designed to inform and educate the intending couple on their journey to 'the big day' and beyond.

PROMISES helps our novices through the pitfalls and provides a structure that works to make their future together start with a seamless launch.

The first issue will be launched at the Mornington Bridal Expo on September 21, 2008 at the Mornington Racecourse. Distribution 20,000.

Don't miss out on this great opportunity to promote your products and services to this select market.



Contact:

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Booking Deadline:	August 14, 2008
Material Deadline:	August 21, 2008
Publication Date:	September 15, 2008

SIZE

Full Page 190mmx274mm	\$1390
Half page (hor) 190mmx137mm	\$890
Half page (vert) 95mmx274mm	\$890
Quarter page (hor) 190mmx67mm	\$690
Quarter page (vert) 92mmx137mm	\$690
Eighth page 91mmx65mm	\$430
Back cover	\$2500
Inside Double page Spread	\$2900
Double Page Spread	\$2500

Prices include GST

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In addition, Fairfax Media publishes regional and community newspapers, financial and consumer magazines, radio licenses in metro and regional Australia and several agricultural publications in New Zealand and the United States. Fairfax Media has leading online businesses Fairfax Digital in Australia (including the #1 online news sites smh.com.au and theage.com.au).

In November 2007, Fairfax Media acquired key assets of Southern Cross Broadcasting (Australia) Limited, including radio stations 2UE in Sydney, 3AW and Magic 1278 Melbourne, 4BC and 4BH Brisbane, and 6PR and 96fm in Perth, the Southern Star television production and distribution business, Satellite Music Australia and other associated businesses.



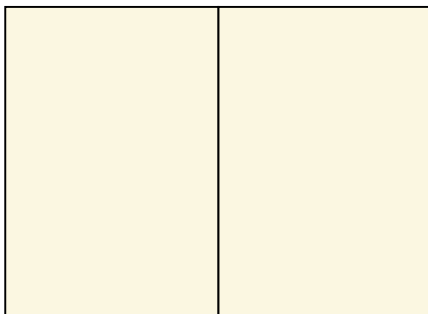
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All ad sizes are h x w

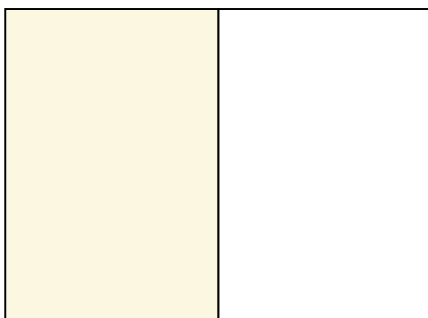
[Double page]



[DPS]

Bleed size: 307mm x 430mm
 Trim size: 297mm x 420mm
 Safe Image Area: 274mm x 400mm

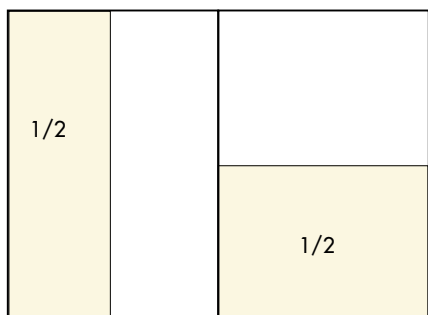
[Full page]



[Full page]

Bleed size : 307mm x 220mm
 Trim size: 297mm x 210mm
 Safe Image Area: 190mm x 274mm

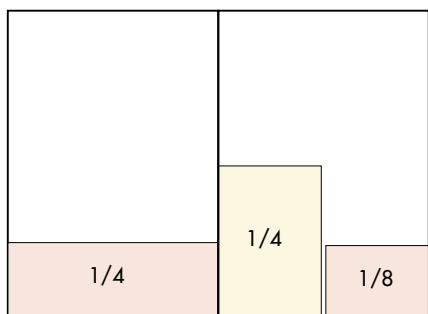
[Half page horizontal]



[Half page]

Horizontal: 190mmx137mm
 Vertical: 95mmx274mm

[Quarter page – [1/8 page]



[Quarter page]

Horizontal: 67mm x 190mm
 Vertical: 137mm x 92mm

[Eighth page]

91mmx65mm

Artwork Complete final artwork is to be supplied as a press quality PDF. All artwork MUST BE to exact size with no trims, crops, registration marks or page information. Acrobat Distiller specs can be obtained via our Production dept. PDFs files must have all pics and fonts embedded. All Images and text must be CMYK. We will reject any pdfs that incorporate CID fonts or is not to specification and these will be asked to be resupplied.

Supplying material electronically We accept complete material via Adonline, Quickcut, Websend and email. All files MUST be labelled with the job number provided by the FCN Coordinator. For Websend/Quickcut details go to www.websend.com.au or www.quickcut.com.au Ad Production Support 1300 666 326

Colour The magazines are reproduced in CMYK. Please ensure all spot colours are modified to CMYK. In the event that material supplied with spot and/or RGB colours cannot be resupplied FCN will not be responsible for the accuracy of these colours when converted for the CMYK printing process.

Typeface guidelines Minimum size for reverse & non single colour type is to be 9pt, single colour type to be no smaller than 7pt. All fonts supplied in vector EPS files must be outlined. All PDFs must have fonts embedded and subset.

Responsibility The client assumes all responsibility for obtaining copyright clearance for all advertisement content when material is supplied. No responsibility can be taken for the omission of an advertisement due to missing the deadline or the supply of incorrect material. All advertisements requiring specialist colour matching must be supplied with a full size colour accurate proof or equivalent eg: iris, etc. Inkjet/laser/glossy prints are not acceptable and no responsibility for colour reproduction will be accepted if a full-size, colour-accurate proof is not supplied.

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