

# Anaesthesia and Intensive Care

ISSN 0310-057X

ADVERTISING RATES JANUARY – DECEMBER 2010

Effective 1 January 2010

Number of issues booked in advance	One	Two	Three	Four	Five	Six
Advertisement description	A\$ per issue	A\$ per issue	A\$ per issue	A\$ per issue	A\$ per issue	A\$ per issue
Full page 4 colour front section	3660	3587	3514	3440	3367	3294
Full page black and white front section	1120	1098	1075	1053	1030	1008
Full page black and white rear section	840	823	806	790	773	756
Half page black and white rear section	580	568	557	545	534	522
Quarter page black and white rear section	300	294	288	282	276	270
Opposite cover note/contents 4 colour	4140	4057	3974	3892	3809	3726
Inside front cover 4 colour	4140	4057	3974	3892	3809	3726
Inside back cover 4 colour	3660	3587	3514	3440	3367	3294
Flyer/brochure loose inserts	1780	1744	1709	1673	1638	1602

- Amounts are specified in Australian dollars, inclusive of 10% GST and are payable within 30 days.
- Insert details: quantity=4200, maximum weight=25 g, A4 inserts must be folded to A5.
- Frequency discounts are only available for multiple bookings made in advance.
- Ten percent agency discount is available to recognised advertising agencies.

## Artwork Guidelines

Full page trim size	height × width	275 × 205 mm +3 mm trim
Full page box advert	245 × 175 mm	
Half page box advert	120 × 175 mm	
Quarter page box advert	120 × 85 mm	
Half page vertical box advert	245 × 85 mm	

## Artwork and insertion orders to:

Clarissa Fletcher  
 Email: [aic@fed.asa.org.au](mailto:aic@fed.asa.org.au)  
 Phone: 61 2 9327 4022  
 Fax: 61 2 9362 9139

- Digitally prepared advertising, 300 dpi resolution, CMYK, embedded fonts, PDF preferred.
- Please send artwork via email or CD Rom.
- Film will not be accepted.

**CIRCULATION 4200**

**All copy is subject to the approval of the Editor.**

Issue	Booking Deadline	Artwork Deadline*	Issue	Booking Deadline	Artwork Deadline*
January	26/11/2009	03/12/2009	July	26/05/2010	02/06/2010
March	27/01/2010	03/02/2010	September	28/07/2010	04/08/2010
May	25/03/2010	01/04/2010	November	27/09/2010	05/10/2010

\*Advertising cancellations will not be accepted after the artwork deadline. If a cancellation is received after this date, the full insertion rate will be charged.