

BALANCE ADVERTISING SPECIFICATIONS



RATES & SPECIFICATIONS Last updated 20 December 2016 - rates reviewed 1 July annually

	ITEM	SIZE	SIZE + 3 MM BLEED	COST INC GST
ADVERTISING	Single page	H 270 mm x W 210 mm	H 276 mm x W 216 mm	\$550
	Inside front cover	H 270 mm x W 210 mm	H 276 mm x W 216 mm	\$600
	Back cover	H 270 mm x W 210 mm	H 276 mm x W 216 mm	\$600
	Double page	H 270 mm x W 420 mm	H 276 mm x W 426 mm	\$1,100
	Half page	H 135 mm x W 210 mm	H 141 mm x W 216 mm	\$275
	Quarter page	H 135 mm x W 85 mm	H 141 mm x W 91 mm	\$140
	Classifieds (text only)	—	—	\$0.55 per word, up to 85 words
INSERTS	0 – 31.25 grams	Up to A4	\$0.75 per insertion x 700 copies: \$525 inc GST*	
	31.26 – 62.5 grams	Up to A4	\$1.10 per insertion x 700 copies: \$770 inc GST*	
	62.6 – 125 grams	Up to A4	\$1.80 per insertion x 700 copies: \$1,260 inc GST*	

* Cost includes postage and handling

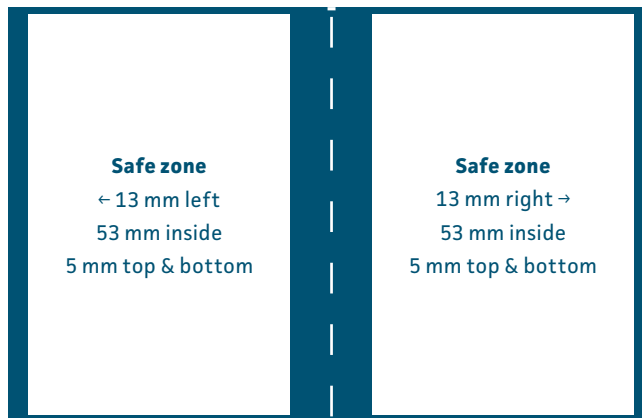
Please see the Balance Advertising Booking Form on the following page for terms and conditions.

SIZING EXAMPLES (percentages based on one full page)

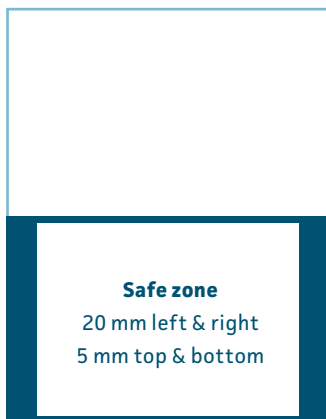
DO NOT PLACE IMPORTANT CONTENT OUTSIDE OF THE SAFE ZONES



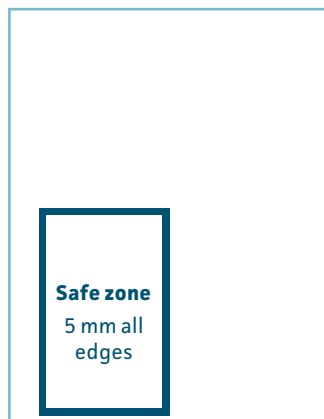
SINGLE PAGE 100%
Size: H 270 mm x W 210 mm
With 3 mm bleed: H 276 mm x W 216 mm



DOUBLE PAGE 200%
Size: H 270 mm x W 420 mm
With 3 mm bleed: H 276 mm x W 426 mm



HALF PAGE 50%
Size: H 135 mm x W 210 mm
With 3 mm bleed: H 141 mm x W 216 mm



QUARTER PAGE 25%
Size: H 135 mm x W 85 mm
With 3 mm bleed: H 141 mm x W 91 mm

ADVERTISING SPECIFICATIONS

- Jpeg (not PDF)
- 300 dpi
- CMYK
- 3 mm bleed
- No crop marks
- No Pantone colours

BALANCE ADVERTISING BOOKINGS



OFFICE USE ONLY

BOOKING ACCEPTED	EDITION NUMBER	TOTAL COST	INVOICE NUMBER
<input type="checkbox"/> YES <input type="checkbox"/> NO	<input type="checkbox"/> 01/17 <input type="checkbox"/> 02/17 <input type="checkbox"/> 03/17 <input type="checkbox"/> 04/17		

ADVERTISING DETAILS Last updated 20 December 2016

	ITEM	TICK	EDITION	TERMS & CONDITIONS
ADVERTISING	Single page	<input type="checkbox"/>	<input type="checkbox"/> 01/17 (Mar)	Advertising and insertions may be declined due to prior bookings or weight restrictions. Not-for-profit organisations receive a 15% discount. Insertions cannot exceed 125 grams in weight. It is the responsibility of the advertiser to ensure that the Law Society Northern Territory has received 700 insertions prior to the mailout date of the applicable Balance issue. Advertising rates exclude design, artwork, paper/copying and freight; all of which remain the responsibility of the advertiser. Prices effective as of 1 July 2015 and are subject to change. Publication and deadline dates are subject to change. Law Society Northern Territory reserves the right to decline advertising requests at its discretion.
	Inside front cover	<input type="checkbox"/>	<input type="checkbox"/> 02/17 (May)	
	Back cover	<input type="checkbox"/>	<input type="checkbox"/> 03/17 (Aug)	
	Double page	<input type="checkbox"/>	<input type="checkbox"/> 04/17 (Nov)	
	Half page	<input type="checkbox"/>	Content deadlines 01: 25/01/17 02: 05/04/17 03: 05/07/17 04: 27/09/17	
	Quarter page	<input type="checkbox"/>		
	Classifieds: number of words:	...		
INSERTS	0 – 31.25 grams (700 copies)	<input type="checkbox"/>		
	31.26 – 62.5 grams (700 copies)	<input type="checkbox"/>		
	62.6 – 125 grams (700 copies)	<input type="checkbox"/>		

CLIENT DETAILS

Organisation: Not-for-profit: Yes / No

Contact name:

Mailing address:

Telephone:

Email:

PAYMENT DETAILS

Please send an invoice to the following email:

I enclose a cheque for \$ [][][][] . [][] payable to Law Society Northern Territory

EFT to: Law Society Northern Territory, Commonwealth Bank, BSB: 065901, A/C: 00321007
Email remittance advice to: finance@lawsocietynt.asn.au

Please debit my [] Visa [] Mastercard: [][][][] – [][][][] – [][][][] – [][][][]

Please enter the 3-digit CCV security code on the back of your card: [][][] Expiry date: [][] / [][]

Cardholder name: Amount \$ [][][][] . [][]

Cardholder signature:

PLEASE RETURN THIS FORM TO:

Law Society Northern Territory
GPO Box 2388, Darwin NT, 0801 –or email– balance@lawsocietynt.asn.au