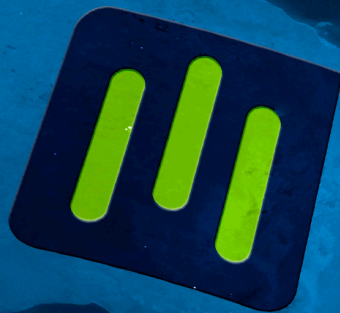




Lead.**Connect.**

The Master Electrician Rate card

The leading publication for the electrical industry



Part of the ECA Group

The Master Electrician magazine is distributed free of charge to over **30,000 licensed electrical business owners, manufacturers and suppliers** across **Australia** every three months.



Produced by the ECA Group, *The Master Electrician* is the **must-read** electrical industry **publication** for **electricians** and **electrical business owners** across the country.

READERSHIP: *The Master Electrician* targets business owners in the fields of electrical, data and communications, home automation, renewable energies, fire and security, refrigeration and air conditioning so you can be assured you are reaching the decision maker in your target audience.

CIRCULATION: The magazine has a CAB audited circulation of **30,634** as at September 2011 which is the **highest** among all **electrical industry magazines**.

CONTENT: *The Master Electrician* tackles key industry topics including legislation changes, renewable energy technologies, topical industry stories, lifestyle and business features, legal, technical, safety and workplace relations articles, as well as interviews with influential Australians. Readers can also catch up on the latest industry news, new gadgets and news from the distributors and regulators.

ADVERTISING CONTACT: JANELLE MACDONALD

E) j.macdonald@coroneo.com.au P) 07 3252 4860

Master Electricians Australia undertakes regular readership surveys to **provide** advertisers with the **intelligence** they need to make **informed** advertising **decisions**.

READERSHIP SURVEY

Age group - 30 - 59

Gender - 96% male

Position - 86% are electrical business owners

Circulation - 83% pass it on to between 1 and 5 people in their business

Business size - 85% have 10 employees or less

Most read sections:

- Feature articles
- Tech Talk
- Gadget Guide
- Renewable Energy Spotlight
- Letter of the Law

Does the magazine influence your business?

- 62% agree the magazine would influence a purchasing decision
- 66% say it would impact on a training decision
- 79% say it would influence a new idea being implemented at work

DISTRIBUTION DATES

Winter - July

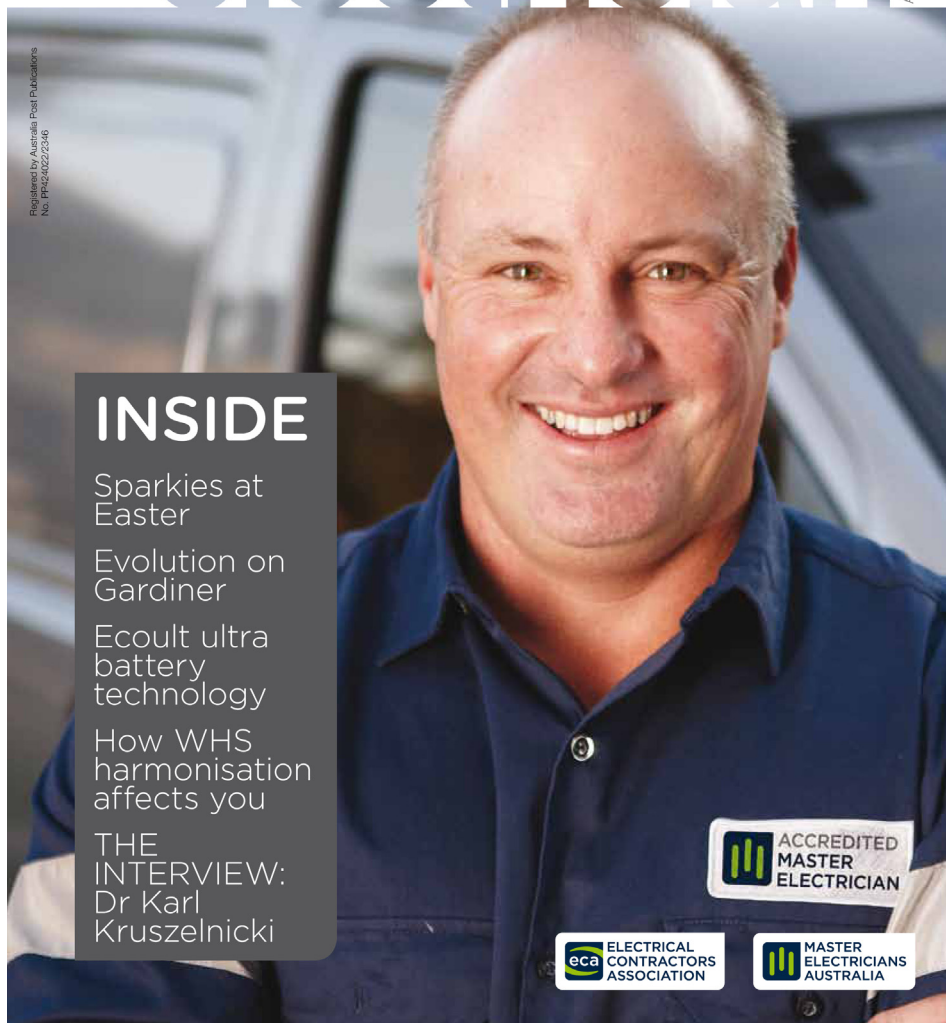
Spring - October

Summer - January

Autumn - April

the master electrician

AUTUMN 12



EDITORIAL OPPORTUNITIES

Advertisers can send editorial through for consideration. It can be in relation to general industry news, industry events or new products and gadgets. Editorial up to 300 words, along with a high resolution image should be submitted to magazine@masterelectricians.com.au.

ONLINE ADVERTISING

Online banner advertising opportunities are available at a discounted rate for magazine advertisers for the Master Electricians Australia website - www.masterelectricians.com.au. Prices are negotiable based on advertisement size.

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Specifications - rates and dimensions

FULL COLOUR RATES

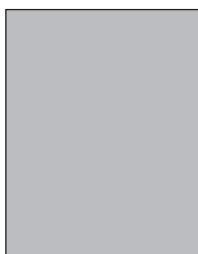
Size	Price (Ex GST)	Discount for four issues
Premium back cover	\$5665	\$5100
Premium inside front or back cover	\$5100	\$4585
Double page spread	\$8755	\$8085
Full page	\$4635	\$4275
1/2 page	\$2575	\$2265
1/3 page	\$2010	\$1905
1/4 page	\$1595	\$1495
Inserts*		POA

*Inserts to be costed in accordance to postal restrictions.

PLEASE NOTE:

- Prices do not include GST
- Agent commissions must be set at 10 per cent
- A booking form must be received to ensure your advertisement is accepted
- Material must adhere to the material specifications otherwise amendment costs will apply at a rate of \$110 per hour
- An additional 10% loading for a specific page request - final decision on availability will be made by the Editor.

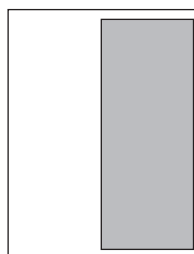
DIMENSIONS



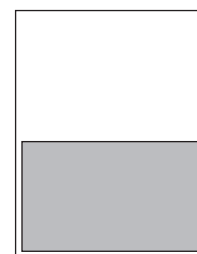
FULL PAGE
AD SIZE: 280 h x 215 w
(includes a 5mm bleed)
Live text area to be a minimum of 10mm inside outer measurement



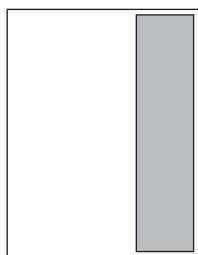
DOUBLE PAGE SPREAD
AD SIZE: 275 h x 420 w
BLEED: 5mm



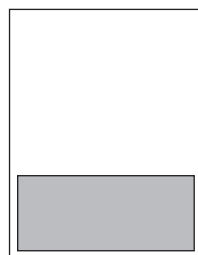
HALF PAGE - VERTICAL
AD SIZE: 245 h x 88 w
BLEED SIZE: No bleed



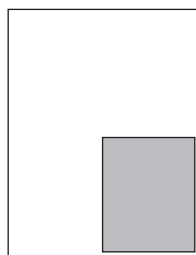
HALF PAGE - HORIZONTAL
AD SIZE: 120 h x 180 w
BLEED SIZE: No bleed



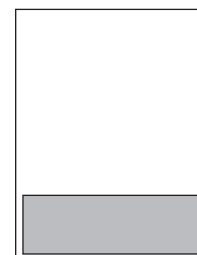
THIRD PAGE - VERTICAL
AD SIZE: 245 h x 58 w
BLEED SIZE: No bleed



THIRD PAGE - HORIZONTAL
AD SIZE: 80 h x 180 w
BLEED SIZE: No bleed



QUARTER PAGE - VERTICAL
AD SIZE: 120 h x 88 w
BLEED SIZE: No bleed



QUARTER PAGE - HORIZONTAL
AD SIZE: 57 h x 180 w
BLEED SIZE: No bleed

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Specifications - material and deadlines

MATERIAL SPECIFICATIONS

PREFERRED OPTION: PRESS OPTIMISED PDF

PDF must be press optimised, CMYK and with fonts embedded or converted to outlines. Please ensure that all graphics are of a high resolution (300dpi @100 per cent only) to ensure the magazine maintains a high quality.

We do not except Corel Draw, Freehand, Microsoft Publisher, Word or Powerpoint. No RGB or low res images will be accepted.

PREFERRED DELIVERY: VIA EMAIL

Files under 5MB are to be submitted to j.macdonald@coroneo.com.au
Alternatively, files larger than 5MB, can be supplied to j.macdonald@coroneo.com.au via www.yousendit.com

Please contact Janelle MacDonald on 07 3252 4860 to confirm your advertisement has been received.

To ensure correct reproduction, please also supply a full colour proof (or laser print) to:
Janelle MacDonald
Coroneo & Co
PO Box 639
Fortitude Valley Q 4006

DESIGNING YOUR ADVERTISEMENT

If you do not already have an advertisement, you can use the graphic design services of our publisher, POMO. POMO can provide the following options:

- 1) DESIGN ONLY** If you already have imagery, slogan/logo and copy, but need your advertisement designed to a professional and effective standard.
- 2) DESIGN & PHOTOGRAPHY** If you already have a slogan/logo and copy, but you have no professional photographs. Your advertisement will be designed in a professional manner and photographic images will be supplied to suit.
- 3) CONCEPT, DESIGN & PHOTOGRAPHY** If you have only a minimal idea of what your ad should contain, and what its purpose should be. You may need concept work, professional photography or illustration and your ad designed out to a professional standard.

POMO can be contacted on 07 3844 3873 or email stephen@pomo.com.au to discuss your requirements.

DEADLINES

Issue	Distributed	Booking deadline	Material deadline
Winter 2012	July 2012	1 June 2012	8 June 2012
Spring 2012	October 2012	7 September 2012	14 September 2012
Summer 2013	January 2013	30 November 2012	7 December 2012
Autumn 2013	April 2013	1 March 2013	8 March 2013

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Booking form

PLEASE COMPLETE THIS BOOKING FORM AND RETURN TO J.MACDONALD@CORONEO.COM.AU OR FAX 07 3252 4862

ITEM 1:

Advertiser/Agency: _____ ABN: _____

Contact Person: _____

ITEM 2:

Postal Address: _____

Suburb: _____ State: _____ Postcode: _____

Telephone: _____ Fax: _____

Email: _____

ITEM 3:

Advertisement Size: _____ Price per Issue (Excl. GST): \$ _____

ITEM 4:

Issue(s): Please tick: WINTER 2012 SPRING 2012 SUMMER 2013 AUTUMN 2013

ITEM 5:

Cheque - To be made payable to ECA (Tax Invoice provided on receipt of payment)

ITEM 6:

I have read the terms and conditions of this advertising agreement (below) and accept both the Terms and Conditions and the price per issue for advertising in The Master Electrician Magazine.

Name and Title: _____ Signed: _____

TERMS & CONDITIONS: Information collected by the Electrical and Communications Association, Queensland Industrial Organisation of Employers is protected by the Privacy Amendment (Private Sector) Act 200 (Cth). Information collected by this form is for the purpose of obtaining details to assist us in providing goods and services and will not be disclosed to a third party, except where prior written permission is obtained from the individual who supplied the information and to whom the information refers. Please contact the Association if you wish to access or correct personal information collected by us or if you have any queries in regard to our information handling procedures.

TERMS AND CONDITIONS OF THIS ADVERTISING AGREEMENT

- CLAUSE 1. The advertiser/agency agree to advertise in The Master Electrician Magazine in the issues stated at Item 4 of this agreement.
- CLAUSE 2. The advertiser/agency will provide to the Electrical and Communications Association artwork for each issue of The Master Electrician Magazine in accordance with the deadlines outlined in the Media Kit.
- CLAUSE 3. The Electrical Contractors Association will invoice the advertiser/agency the amount shown at Item 3 (being the agreed amount for advertising per issue) on distribution of the publication.
- CLAUSE 4. The advertiser/agency may cancel this agreement by providing to the Electrical and Communications Association in writing it's desire to do so not less than eight weeks prior to the deadline of the issue it seeks to cancel advertising from.
- CLAUSE 5. Failure to provide material as per the supply guide will result in an amended charge of \$95 per hour.
- CLAUSE 6. All content for advertisement must be approved by the Electrical and Communications Association prior to appearing in the magazine and the Electrical Contractors Association reserves the right to refuse advertising request without explanation.
- CLAUSE 7. The Electrical Contractors Association reserves the right to insert the word 'advertisement' when an advertisement resembles editorial material.

DEFINITIONS

Advertiser/Agency: is the company whose name and address appear at items 1 and 2 of this agreement.
 The Master Electrician Magazine: is the quarterly magazine published by the Electrical and Communications Association
 ECA: Is the Electrical Contractors Association, Queensland Industrial Organisation of Employers ABN 40 669 256