



the master electrician

media kit 2010/11

THE MASTER ELECTRICIAN MAGAZINE IS PRODUCED FOR THE ELECTROTECHNOLOGY INDUSTRY BY THE ELECTRICAL AND COMMUNICATIONS ASSOCIATION. THE MASTER ELECTRICIAN MAGAZINE IS DISTRIBUTED FREE AND DIRECT TO LICENSED ELECTRICAL CONTRACTORS ACROSS AUSTRALIA, ALONG WITH WHOLESALERS, MANUFACTURERS, SUPPLIERS, ELECTRICAL APPRENTICES AND GOVERNMENT DEPARTMENTS.

THE ELECTRICAL AND COMMUNICATIONS ASSOCIATION HAS BEEN DELIVERING A PUBLICATION TO THE ELECTROTECHNOLOGY INDUSTRY SINCE 1957 AND SERVES AS A COMPETITIVE CHANNEL FOR ADVERTISING COMMUNICATIONS.

READERSHIP

The Master Electrician Magazine targets contractors in the fields of:

- Electrical
- Data and Communications
- Home Automation
- Fire and Security
- Refrigeration and Air Conditioning
- Switchboard Manufacturers

CONTENT

- Latest industry news
- Legislation changes
- News from regulators and distributors
- Topical feature stories

- Technical, workplace relations and legal articles
- Member profiles

CIRCULATION

The magazine has a circulation of over 27,600. (Our membership to CAB is pending)

DISTRIBUTION

The Master Electrician Magazine is distributed quarterly:

- SUMMER - January
- AUTUMN - April
- WINTER - July
- SPRING - October

EDITORIAL

Our gadget guide showcases the latest equipment on the market. Advertisers can submit editorial up to 60 words with high resolution pictures to be included in this section. Submissions are subject to the editor's approval.



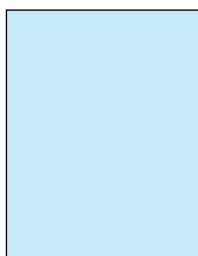
ADVERTISING CONTACT **JANELLE MACDONALD**
EMAIL j.macdonald@coroneo.com.au :: PHONE 07 3252 4860
91 Robertson Street, Fortitude Valley Q 4006

FULL COLOUR RATES

SIZE	CASUAL PRICE (EX GST)	DISCOUNT FOR 4 ISSUES
Premium Back Cover	\$5500	\$4895
Premium Inside Front Cover or Premium Inside Back Cover	\$4950	\$4400
Double Page Spread	\$8500	\$7550
Full Page	\$4500	\$4000
Half Page - Horizontal	\$2500	\$2225
Third Page - Vertical	\$1950	\$1735
Half Column	\$1150	\$1025
Trade Directory	\$770	n/a
Insert	\$4500	POA
Insert (Multiple pages)	POA	POA

- PLEASE NOTE
- Prices do not include GST
 - Agent commissions must be set at 10%
 - Trade Directory website advertisement will appear on the www.masterelectricians.com.au and www.ecaq.asn.au websites for three months from when the issue is published
 - 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 \$95 per hour.

DIMENSIONS



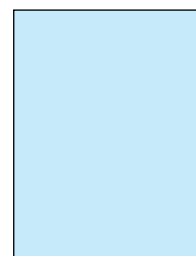
PREMIUM ADVERTISING

AD SIZE: 210 w x 275 h
BLEED SIZE: 216 x 281 h (3mm all round)
LIVE TEXT AREA: 190 w x 255 h



DOUBLE PAGE SPREAD

AD SIZE: 420 w x 275 h
BLEED SIZE: 426 x 281 h (3mm all round)
LIVE TEXT AREA: 400 w x 255 h

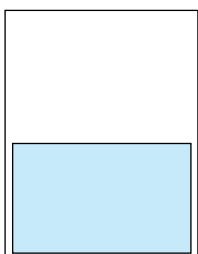


FULL PAGE

AD SIZE: 210 w x 275 h
BLEED SIZE: 216 x 281 h (3mm all round)
LIVE TEXT AREA: 190 w x 255 h

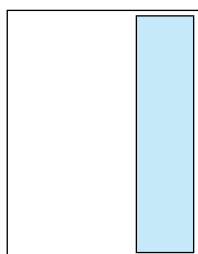
BLEED - the printed area that is trimmed away to leave the finished page size.

LIVE TEXT AREA - Keep text within this area to ensure content is safe



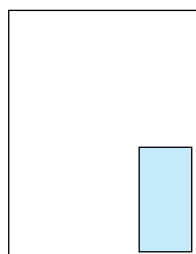
HALF PAGE - HORIZONTAL

AD SIZE: 186 w x 125 h
BLEED SIZE: No bleed required
LIVE TEXT AREA: 186 w x 125 h



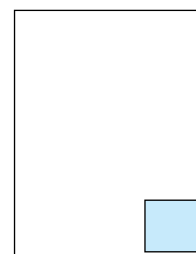
THIRD PAGE - VERTICAL

AD SIZE: 60 w x 250 h
BLEED SIZE: No bleed required
LIVE TEXT AREA: 60 w x 250 h



HALF COLUMN

AD SIZE: 60 w x 125 h
BLEED SIZE: No bleed required
LIVE TEXT AREA: 60 w x 125 h



TRADE DIRECTORY

AD SIZE: 90.5 w x 60 h
BLEED SIZE: No bleed required
LIVE TEXT AREA: 90.5 w x 60 h

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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% only) to ensure the magazine maintains a high quality.

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

For accurate PDFs, Acrobat Distiller presets are available.

PREFERRED DELIVERY: **VIA EMAIL**

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

Please contact POMO on 07 3844 3873 to confirm your advertisement has been received. To ensure correct reproduction, please also supply a full colour proof (or laser print) to:

Stephen Burton
POMO
Suite 2, 52 Merivale Street
South Brisbane Q 4101

DESIGNING YOUR AD

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
Autumn 2010	April 2010	26th February 2010	5th March 2010
Winter 2010	July 2010	28th May 2010	4th June 2010
Spring 2010	October 2010	27th August 2010	3rd September 2010
Summer 2011	January 2011	26th November 2010	3rd December 2010

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booking form :: fax back to: 07 3252 4862



PLEASE COMPLETE THIS BOOKING FORM
OR POST: Coroneo & Co. PO Box 639 Spring Hill QLD 4004

ITEM 1:

Advertiser/Agency: _____

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: AUTUMN 2010 WINTER 2010 SPRING 2010 SUMMER 2011

ITEM 5:

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

Credit Card: Mastercard Visa Total (incl GST) = \$ _____

Cardholders Name: _____ Card No.: _____

Expiry Date: _____ Signature: _____

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.

Signed: _____ (Advertiser/Agency)

Name and Title: _____ Date: _____

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 and Communications 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 its 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 and Communications Association reserves the right to refuse advertising request without explanation.
- CLAUSE 7. The Electrical and Communications 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 and Communications Association, Queensland Industrial Organisation of Employers ABN 40 669 256

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