



AUSPOL

AUSTRALIAN FEDERAL POLICE ASSOCIATION

THE OFFICIAL PUBLICATION OF THE AUSTRALIAN FEDERAL POLICE ASSOCIATION

MEDIA KIT



AUSPOL

The Australian Federal Police Association (AFPA) represents the professional, industrial and social interests of the Australian Federal Police (AFP) and law enforcement employees across a range of agencies. As an autonomous sub branch of the Police Federation of Australia (PFA), the AFPA is a registered Trade Union operating under the Commonwealth Government Workplace Relations Act 1996.

The AFPA constantly strives by consultation and negotiation to improve working conditions, maintain and increase the status of the law enforcement profession and achieve fair and equitable terms and conditions of service for our members.

The **Auspol** Journal is published four times yearly and contains features on outstanding individuals, legislation, crime, equipment and news about the Association. The journal provides an important forum to discuss concepts and ideas on ways to achieve better policing for our community as well as dealing with the issues that affect the welfare and well-being of police in general.

All advertising assistance is greatly appreciated and is essential for the ongoing support of this quality publication to continue the communication between The Australian Federal Police Association and its members.



RATE CARD

Advertisement Size	Price
Loose Inserts	\$3,960
Full Page Cover	\$3,960
Full Page Colour	\$3,300
Half Page Colour	\$2,420
Quarter Page Colour	\$1,386
1/6 - Platinum	\$990
1/8 - Gold	\$880
1/12 - Silver	\$660
1/16 - Bronze	\$440

All prices inclusive of 10% GST and does not include agency fees

COPIES PER EDITION: 5,000

READERSHIP: 20,000 (approx)

JOURNAL SIZE: A4 (210mm x 297mm)

FORMAT: 4 different sponsor inserts to support local members with corporate sponsors in all copies.

DISTRIBUTION: Auspol is distributed to AFPA members, their families, AFPA associates and valued supporters of the publication.

- 4 editions per year - the first week of March, June, September and December.
- Artwork required 6 weeks prior to delivery date. (Final deadline)
- 10% discount applies to an annual commitment of 4 editions.

MECHANICAL SPECS

ACCEPTABLE MEDIA

- Completed advertisements can be supplied using Quickcut/Adstream, a service provider for electronic delivery files. For more information regarding Quickcut/Adstream visit: <http://www.adstream.com>.
- When supplying advertising material via Quickcut, please ensure that the cover date and magazine name is entered. This will assist in keeping track of your advertisement.
- If not using Quickcut/Adstream artwork must be supplied electronically on CD or via email at the correct size.

FILE PREPARATION

- Artwork must be supplied as a high resolution (300 dpi) PDF, EPS or TIF file with all fonts embedded.
- Colour artwork must be CMYK - RGB images are unacceptable.
- Full page and cover ads must include 3mm bleed on all sides as well as crop marks.
- Ink Weight: 310%, Cover Stock: 150gsm
Inside Stock: 100gsm
- Publishers are not responsible for typesetting/artwork done on behalf of an advertiser.
- All copy is subject to the approval of the publishers (Countrywide Austral) and the Australian Federal Police Association. The publishers reserve the right to reject or cancel any advertising at any time for any reason and will not be held responsible for unclaimed material after a period of three months from date of publication.

Ad Size	Trim Size (width x height)	Bleed Size (width x height)
Full Page Cover	210 x 297	216 x 303
Full Page	210 x 297	216 x 303
Half Page	190 x 131	N/A
Quarter Page	93 x 131	N/A
1/6	93 x 86	N/A
1/8	93 x 63.5	N/A
1/12	93 x 41	N/A
1/16	93 x 29.75	N/A

All measurements in millimetres

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