



NATIONAL

MAGAZINE

MEDIA KIT



Bankstown Children's Festival, NSW

BLUE LIGHT

The **National Blue Light Magazine** focuses on initiatives and techniques designed to equip Police and volunteers with information to help provide our youth with the best possible recreational and lifestyle pursuits.

Blue Light is primarily associated with discos and whilst this remains a core initiative other activities such as youth leadership camps, self defence classes and recreational and sporting activities have evolved. These activities provide opportunities for our youth to enjoy themselves in drug and alcohol free environments that are supervised by Police and volunteers.

Blue Light aims to assist the police to rectify the imbalance of pro-active and re-active policing where young people are concerned. It does this by providing young people with positive lifestyle alternatives and strategies to avoid becoming an offender or victim of crime. Blue Light promotes the Police as offering an integrated pro-active youth service which takes a holistic approach to helping young people.

All advertising assistance is greatly appreciated and is essential for the ongoing support of this quality publication to continue the communication between Blue Light coordinators around the country.



RATE CARD

Hastings Blue Light Motorcycle Club, VIC

Advertisement Size	Price
Full Page Cover Colour	\$3,850
Full Page Colour	\$2,904
Full Page Mono	\$2,541
Half Page Colour	\$2,310
Half Page Mono	\$1,925
Quarter Page Colour	\$1,452
Quarter Page Mono	\$1,210

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: State sponsor inserts to support local members with corporate sponsors in all copies.

DISTRIBUTION: Blue Light volunteers, Police stations Australia-wide, Blue Light events and branches.

- 2 editions per year, distribution in the first week of June and December.
- Artwork required 6 weeks prior to distribution date. (Final deadline)
- 10% discount applies to an annual commitment of 2 editions.

MECHANICAL SPECS

ACCEPTABLE MEDIA

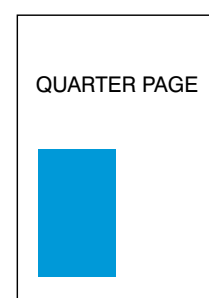
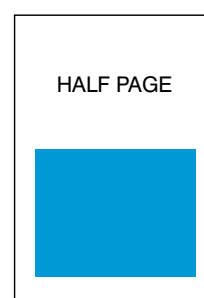
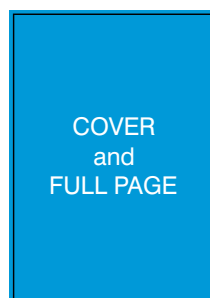
- Completed advertisements can be supplied using Quickcut/Adstream, a service provider for electronic delivery files. For more information regarding Quickcut/Adstream visit: <http://www.adstream.com>.
- When supplying advertising material via Quickcut, please ensure that the cover date and magazine name 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 - PMS spot colours and 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 National Blue Light. 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

All measurements in millimetres



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