



PHOENIX

OFFICIAL JOURNAL OF THE VICTORIA EMERGENCY SERVICE ASSOCIATION



MEDIA KIT



Avalon Airport training exercise

PHOENIX

The **Phoenix Journal** is the official publication of the Victoria Emergency Service Association (VESA) which is the representative body for the volunteers of the Victoria State Emergency Service. It is used by the VESA to co-ordinate activities and air its viewpoints to members and volunteers across Victoria.

Phoenix contains information such as rescue and lifesaving techniques, bushfire prevention, water safety and road accident rescue.

It is strategically produced for your area to support your local volunteers and without funding from business like yours, it would be impossible to produce this quality publication. This advertising is essential for the ongoing support of this publication and to continue the communication between VESA and their members.



Rescue training

RATE CARD

Advertisement Size	Price
Full Page Cover Colour	\$3,795
Full Page Colour	\$2,926
Full Page Mono	\$2,541
Half Page Colour	\$2,288
Half Page Mono	\$1,870
Quarter Page Colour	\$1,452
Quarter Page Mono	\$1,210

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

As well as the Phoenix Journal, we also publish a 13 month calendar. Please log-on to www.cwaustral.com.au for further advertising rates.

COPIES PER EDITION: 5,500

READERSHIP: 20,000 (approx.)

JOURNAL SIZE: A4 (210mm x 297mm)

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

DISTRIBUTION: All VESA members, Emergency Service Organisations, Federal & State Parliamentarians, Police, Ambulance, Fire Brigade and Shire Councils

- 6 editions per year, (Feb, Apr, Jun, Aug, Oct & Dec).
- Artwork required 6 weeks prior to distribution date. (Final deadline)
- 10% discount applies to an annual commitment of 6 editions.

MECHANICAL SPECS

ACCEPTABLE MEDIA

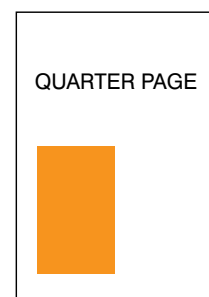
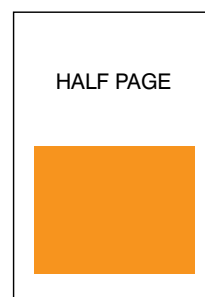
- Completed advertisements can be supplied using Quickcut/Adstream, a service provider for electronic delivery files. For more information regarding Quickcut/Adstream visit: <http://www.adstream.com>.
- When supplying advertising material via Quickcut, please ensure that the cover date and magazine name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