



Victoria
Sentinel 

Official Journal of Neighbourhood Watch Victoria Inc.

MEDIA KIT



Sgt Pete

SENTINEL

Neighbourhood Watch (NHW) is a community based crime prevention program aimed at minimising the incidence of preventable crime, in particular, burglary and theft within a defined area. Through a willingness to work together, Police and the community can reduce crime in their area and improve the quality of life.

The NHW program encourages and teaches residents how to accurately take details and report any suspicious person and unusual or criminal

activities in their area. This enables Police to provide a better service as well as provide a safer area for you.

The **Sentinel** Magazine is an important communication tool for NHW volunteers. It allows them to advertise local activities and communicate their successes. It provides practical crime prevention and community safety advice, and this information is disseminated through the broader community via local NHW area newsletters.



Good Friday Appeal

RATE CARD

Advertisement Size	Price
Full Page Cover Colour	\$3,300
Full Page Colour	\$2,640
Full Page Mono	\$2,310
Half Page Colour	\$2,086
Half Page Mono	\$1,738
Quarter Page Colour	\$1,320
Quarter Page Mono	\$1,100

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

COPIES PER EDITION: 5,500

READERSHIP: 20,000 (approx.)

JOURNAL SIZE: A4 (210mm x 297mm)

FORMAT: Up to 13 different sponsor inserts to support local members with corporate sponsors in all copies.

DISTRIBUTION: All volunteer members, members of Parliament, libraries, Community Safety Officers, Municipal Councils and all Police stations in Victoria.

- 4 editions per year, distribution in the first week of April, July, October and December.
- Artwork required 6 weeks prior to distribution date. (Final deadline)
- 10% discount applies to an annual commitment of 4 editions.

MECHANICAL SPECS

ACCEPTABLE MEDIA

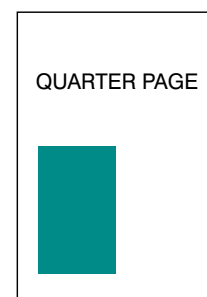
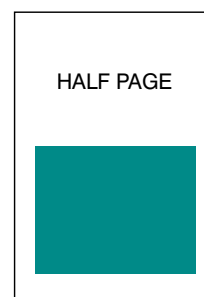
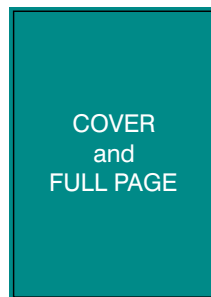
- Completed advertisements can be supplied using Quickcut/Adstream, a service provider for electronic delivery files. For more information regarding Quickcut/Adstream visit: <http://www.adstream.com>.
- When supplying advertising material via Quickcut, please ensure that the cover date and magazine name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