



# **SOLDIER ON**

**HELPING OUR WOUNDED WARRIORS**

# MEDIA KIT



# SOLDIER ON

**Soldier On** is about Australians coming together to show their support for our physically and psychologically wounded. We want to show the men and women of our Defence forces that we will always have their backs. Thanks to the support of the Australian public, we work to enhance recovery, inspire communities and empower Australia's wounded, giving those who have served our country the dignity they deserve and the chance to do and be whatever they choose.

**Soldier On** supports Australian service men and women who have been wounded, physically or psychologically in contemporary conflicts. This includes conflicts after 1990, as well as

servicing members who were wounded in training or other exercises and individuals working for other Government agencies (DFAT, AFP, Customs). We are not part of the RSL, Legacy or the Department of Veterans Affairs, but are excited to work with these organisations to support Australia's young service men and women.

Soldier On does this in several different ways, in an effort to make a financial, physical and emotional link with those who have been wounded. The four areas we work to help – **enhancing rehabilitation, adventurous events, community events, and employment and education.**



# RATE CARD

Advertisement Size	Price
Full Page Cover	\$3,960
Full Page Colour	\$3,300
Half Page Colour	\$1,980
Quarter Page Colour	\$1,144

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

**COPIES PER EDITION:** 2,000

**READERSHIP:** 5,000 (approx)

**JOURNAL SIZE:** A4 (210mm x 297mm)

**FORMAT:** 12 different sponsor inserts to support local members with corporate sponsors in all copies.

**DISTRIBUTION:** Soldier On is distributed to members, associates and valued supporters of the publication.

- 3 editions per year - Autumn, Winter and Spring.
- Artwork required 6 weeks prior to delivery date. (Final deadline)
- 10% discount applies to an annual commitment of 3 editions.

# MECHANICAL SPECS

## ACCEPTABLE MEDIA

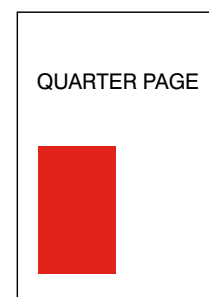
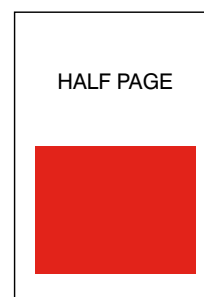
- Completed advertisements can be supplied using Quickcut/Adstream, a service provider for electronic delivery files. For more information regarding Quickcut/Adstream visit: <http://www.adstream.com>.
- When supplying advertising material via Quickcut, please ensure that the cover date and magazine name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