

# True Blue Magazine

OFFICIAL MAGAZINE OF  
THE UNITED NATIONS  
& OVERSEAS POLICING  
ASSOCIATION OF AUSTRALIA



## ADVERTISERS 2025

# MEDIA KIT

Thank you for your interest in True Blue. Inside this media kit, you'll find everything you need to discover the power of the publication and the opportunities it offers.

[unopaa.org](https://unopaa.org) 🔍



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Lvl 1, 460 Bourke St, Melbourne

# ABOUT THE JOURNAL

THE UNITED NATIONS & OVERSEAS POLICING ASSOCIATION OF AUSTRALIA, (UNOPAA) IS AN AUSTRALIAN INCORPORATED, NON-FOR-PROFIT ORGANISATION WHOSE MEMBERS ARE BOTH SERVING AND RETIRED POLICE OFFICERS FROM POLICE FORCES THROUGHOUT AUSTRALIA AND, WHO HAVE SERVED OR ARE SERVING WITH UNITED NATIONS OR IDG PEACEKEEPING FORCES THROUGHOUT THE WORLD!

## ABOUT TRUE BLUE

True Blue is posted to its members throughout Australia and worldwide to where IDG Peacekeepers Police and Australian Federal Police are serving. Our magazine contains welfare, legislative and social information relevant to the well being and camaraderie of UNOPAA members who have, or are serving in Australia's National Interest.

### Aims of the UNOPAA

1. To maintain and foster the memory of UNOPAA members killed whilst serving with United Nations Forces or IDG Peacekeepers.
2. To provide welfare, legal and financial support where and when appropriate to members.
3. To promote social occasions such as Reunions, etc., including United Nations and Anzac Day Marches.
4. To pursue and lobby industrial, legal and political avenues, when necessary in order to improve the welfare and industrial benefits to our members.



## QUICK LOOK AT TRUE BLUE

True Blue is distributed to IDG Peacekeeping Forces, both serving and retired members, all United Nations Police Service members, Australian Federal Police, State Police, every police station - state and federal - and valued local sponsors of the publication.

**3 editions per year - April, August and December**



**8,500**  
Copies



**A4**  
Size



**25,000**  
Readership



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# INFORMATION ABOUT ADVERTISING

TRUE BLUE AND COUNTRYWIDE AUSTRAL PROVIDE A VARIETY OF METHODS FOR SHOWING SUPPORT TO POLICE IN YOUR REGION, WHILE ALSO PROMOTING YOUR BUSINESS AND THE VALUABLE WORK YOU DO.

## ADVERTISING RATES

Advertisement Size	Price
Full Page Colour	\$2,695
Half Page Colour	\$1,595
Quarter Page Colour	\$1,195

**Covers, double page spreads, advertorials and page specific costs are available upon request.**

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



## READ ONLINE

Click below to view an online version of True Blue

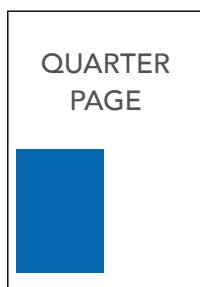
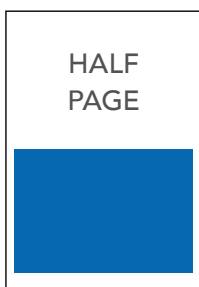
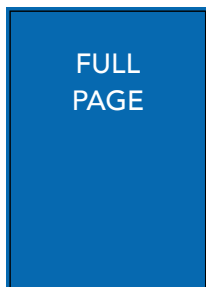
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# ADVERTISEMENT

# SPECIFICATIONS

Ad Size	Trim Size (width x height)	Bleed Size (width x height)
Full Page	210 x 297	216 x 303
Half Page	190 x 131	NA
Quarter Page	93 x 131	NA

All measurements in millimetres.



## 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: 95gsm
- 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 UNOPAA. 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.



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