

PAGE SIZES

FULL PAGE:

ADVERTISEMENT SIZE

WIDTH: 152mm x HEIGHT: 220mm
COLUMN WIDTH: 47mm

BLEED

WIDTH: 186mm x HEIGHT: 260mm

TRIMMED

WIDTH: 176mm x HEIGHT: 250mm

2/3 PAGE:

W. 98mm x H. 220mm

1/2 PAGE:

W. 152mm x H. 110mm

1/3 PAGE:

W. 50mm x H. 220mm (1 COL)

or

W. 98mm x H. 110mm (2 COL)

or

W. 152mm x H. 73mm (3 COL)

1/4 PAGE:

W. 50mm x H. 165mm (1 COL)

or

W. 98mm x H. 82mm (2 COL)

or

W. 152mm x H. 55mm (3 COL)

1/6 PAGE:

W. 50mm x H. 110mm (1 COL)

or

W. 98mm x H. 55mm (2 COL)

CANCELLATIONS:

Must be confirmed in writing by the 10th day of preceding month.

DEADLINES:

15th day of month preceding publication.
The Publishers reserve the right to repeat copy when copy is overdue.

Maximum term for any contract is 12 months. The Publishers or an advertiser may at any time and with notice (prior to cancellation date) cancel an advertising contract. Conversely, advertisers will be surcharged if within a 12 months period from the signing of the contract they do not use the amount of space specified.

The Publisher, while taking every precaution will not be held responsible for errors or omissions.

If the advertising contract is cancelled by the advertiser, the advertiser shall pay for all past insertions at the rate applying to the amount of space used and a surcharge will be made accordingly.

Advertisers will be rebated if within a 12 month period from the signing of the contract they have used sufficient additional space to warrant a lower rate than that specified in the contract.

Taxi Talk is distributed **FREE** to persons in the taxi industry, an established concentration of motorists who cover over 563,000,000 kilometres each year.

Taxi Talk is the official journal of the Victorian Taxi Association Inc.

FILE FORMATS CD or Email:

All files to be High Resolution Press Ready (600dpi or greater)

High Resolution PDF

High Resolution TIF

High Resolution JPEG

All colour pictures must be **CMYK** and over 300 dpi.

WE DO NOT ACCEPT

PC/MAC artwork files from:

Microsoft Word, Works, Publisher, Excel and Powerpoint, raw text files, RGB Pictures and JPEG compressed files.