Golf VICTORIA

2017 PUBLICATION DATES AND MATERIAL DEADLINES

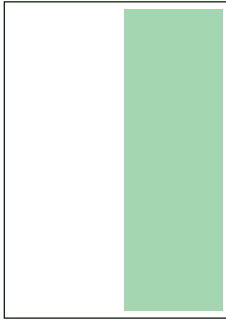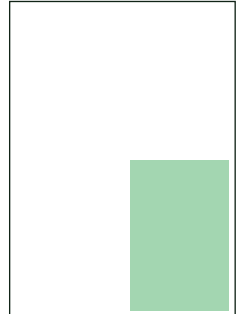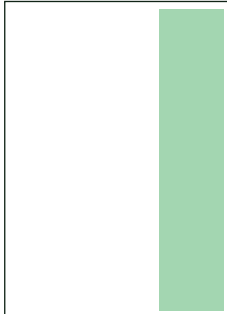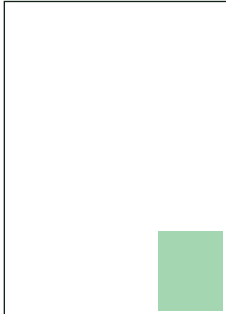| ISSUE	PUBLICATION DATE	MATERIAL DEADLINE	ADVERTISING BOOKING	EDITORIAL DEADLINE
ISSUE 1 February/March	Mar-07	Feb-10	Feb-03	Jan-24
ISSUE 2 April/May	Apr-26	Mar-22	Mar-15	Mar-10
ISSUE 3 June/July	Jun-20	May-17	May-10	May-05
ISSUE 4 August/September	Aug-22	Jul-20	Jul-13	Jul-07
ISSUE 5 October/November	Oct-27	Sep-25	Sep-18	Sep-12
ISSUE 6 December/January	Dec-13	Nov-09	Nov-02	Oct-26

SPECIFICATIONS Advertisement sizes

FULL PAGE
Live type area:
277mm (height)
x 190mm (width)

Trim area:
297mm (height)
x 210mm (width)
Bleed area allow 5mm

HALF PAGE HORIZONTAL
120mm (height)
x 186mm (width)

HALF PAGE VERTICAL
252mm (height)
x 90mm (width)

QUARTER PAGE VERTICAL
120mm (height)
x 90mm (width)

THIRD PAGE VERTICAL
252mm (height)
x 58mm (width)

THIRD COLUMN
76mm (height)
x 58mm (width)

MATERIAL REQUIREMENTS

Material should be supplied digitally on CD either from Mac or PC using Indesign, QuarkXPress, Pagemaker, Illustrator and Photoshop programs. Or by high resolution PDF.

A COLOUR PRINTOUT SHOULD BE SUPPLIED WITH THE DISC

Material can by emailed but size constraints apply. A high resolution PDF file is the preferred format for emailing.

All fonts, logos and other required images must be included with the material. Fonts not supplied with the file will be substituted.

All fonts used in Illustrator for logos etc must be saved to outline. Images and logos included must be high-resolution, saved in CMYK for colour (greyscale for mono), 300dpi.

PLEASE NOTE

The Golf Victoria magazine will charge production costs for advertisements which need to be typeset or otherwise made up from material supplied by the advertiser or their agent or which needs to be modified because it is supplied in a format or program which is other than specified, or is supplied in a size which is different from the advertisement size which is booked.

No responsibility is accepted for errors occurring in the printing of material which is incorrectly supplied.

Golf Victoria reserves the right to reject any advertising material deemed inappropriate for Golf Victoria magazine.
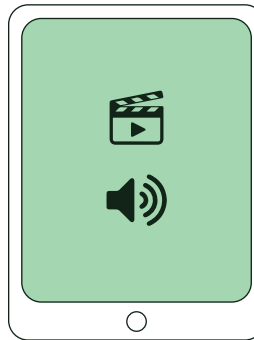
2017 IPAD & ANDROID ADVERTISING SPECIFICATIONS
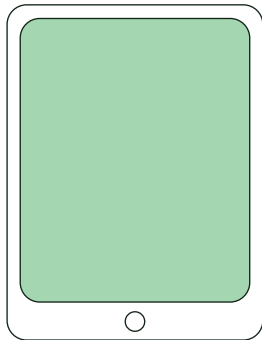
**FULL PAGE
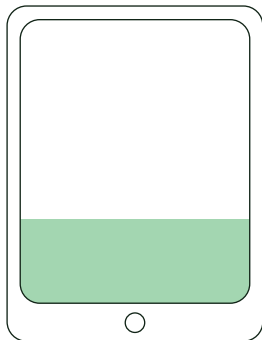STATIC
1024px X 768px**

As appears in print magazine

• Website Link

• Facebook Links / Twitter Link

**FULL PAGE
RICH MEDIA
1024px X 768px**

• Embedded Video / TVC

• Website Link

• Facebook Links / Twitter Link

• Hot Spots

• Audio Message

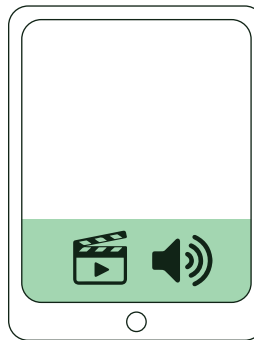• Animation, Hot Buttons & Pop-ups

• Web Clips - E-commerce

**1/3 PAGE BANNER
STATIC
340px X 768px**

As appears in print magazine

• Website Link

• Facebook Links / Twitter Link

**1/3 PAGE BANNER
RICH MEDIA
340px X 768px**

• Website Link

• Facebook Links / Twitter Links

SPECIFICATIONS

Image Settings. JPEG – 1024x768 @ 72 px/inch – save for web at maximum quality. The iPad app can be viewed in either a Portrait or Landscape format) Audio Settings. M4a file (AAC audio file) or mp3.

VIDEO SPECIFICATIONS

• MP4 container

• H.264 video codec

• AAC Audio codec

• Video bitrate: 1500kbps

• Audio bitrate: 192kbps

• Audio Sample Frequency 44.1Khz

• Framerate 29.97 or 30

• Keyframe every 90 frames

• 15 seconds or 30 seconds

FILE SUBMISSIONS

All submitted files should be pre-cut to desired run time. Slates, Countdown clocks and color bars must be removed prior to submission. Auto-play video must utilize a polite download and must not exceed 30 seconds. Video files must include Play, Pause, and Mute functions at minimum. Audio must be user-initiated only on click. Golf Vic reserves right of final approval on video submissions. Allow five (5) business days for production, testing, and review.