

AAV Gross Rates 2024 (USD)

Print Magazine

	1x	3x	6x
DPS	9200	8750	8200
Full Page	5200	4850	4700
Half Page Spread	5200	5100	4750
Half Page	3350	3250	3000
Quarter Page	2050	1950	1850
Back Cover	5800	5500	5300
Inside Front Cover	5600	5300	5100
Inside Back Cover	5400	5200	4800

Resolution

- Ads must be supplied in CMYK only.
- All Spot colours must be converted to CMYK (eg. logos)
- Black must be process black, not 4C
- High resolution PDF files
- Allow 5mm bleed
- 300 dpi image resolution
- Files can be downloaded from your FTP
- Artwork with embedded urls must be supplied in pdf format

Please note

- Gatefold, Belly Bands, Special Display pages and covers quoted on request
- Inserts: quoted on specifications
- Premium requested position add 10%
- Custom content/advertorials are available for both print and digital platforms. A 25% production fee loading applies to rate card if AAV creates the content.

Website

Banners	per month
Leaderboard (ROS)	3600
Premium (homepage only, placed below slider)	3100
Standard (within home page or selected page or article)	2100
Square (ROS)	2100
Side Skins	3600

Daily News Bulletin

Leaderboard	3600
Premium (2nd position)	3100
Standard	2900

E-Magazine

Leaderboard (ROS)	3100
Selected Article	1900

Email Notification

Leaderboard	3000
Standard	2100

Please note

- Banner updates or schedule changes within any given month will incur an additional 10% production loading per update.
- Max file size: Under 1Mb.
- We accept these files: jpeg, gif, png, static or animated.
- Please include your own tracking code in your URL to monitor your campaign.
- **We do not collect, track or monitor clients data.**
- Please enquire if we support any other files or tags that you may require.
- Please send all web and digital material to marilyn.tangye@venturamedia.net