

# Beyond90

Your Game, Our Game, One Game.



Football West Magazine  
Advertising Specs & Rate Sheet  
[www.beyond90.com.au](http://www.beyond90.com.au)



# Your Game, Our Game, One Game

## Welcome

Using the latest in new e-technology, Beyond 90 is our way of communicating regularly with our stakeholders, the Western Australian football family, and to a broader audience throughout Australia and indeed the world.

Beyond 90 is not just another 'newsletter' like everyone else is doing. We are a full magazine style publication which is can be produced for print, not just for online.

Boring news stories about events that have already happened are replaced with feature stories about football personalities, articles on health, nutrition, performance, development and more. We take care in sourcing informative stories that you will only be able to read about in Beyond 90.

But the beauty of Beyond 90 lies in our online capabilities. We are using the latest in 'flip' page technology to give the user a magazine style experience. Zoom in, scroll around and zoom out, with easy navigating. Videos can be embedded into the magazine to provide interactivity as well as clickable links. There is almost nothing we cannot do.

## Publishing Schedule

Football West will be publishing 8 issues of Beyond 90 in 2011.

Issue No	Publication
1	March
2	April
3	May
4	June
5	July
6	August
7	September
8	October

## Subscribers

Football West is constantly adding subscribers to the Beyond 90 database.

There are over 25,000 subscribers internationally who receive Beyond 90 in their email inbox each month.

Additionally many more are able to access the web site [www.beyond90.com.au](http://www.beyond90.com.au) to view the

magazine.

Football West will be aiming for in excess of 30,000 regular subscribers by the end of 2011.

## Advertising Rates

Football West is pleased to provide a number of different advertising rates suitable for any budget.

Ad Size	Rate for 1 Month	Rate for 2 Months*	Rate for 3 Months
Full Page	\$500	\$450	Ask us
1/2 Page	\$350	\$315	Ask us
1/3 Page	\$300	\$260	Ask us
1/4 Page	\$250	\$2225	Ask us
1/6 Page	\$200	\$180	Ask us

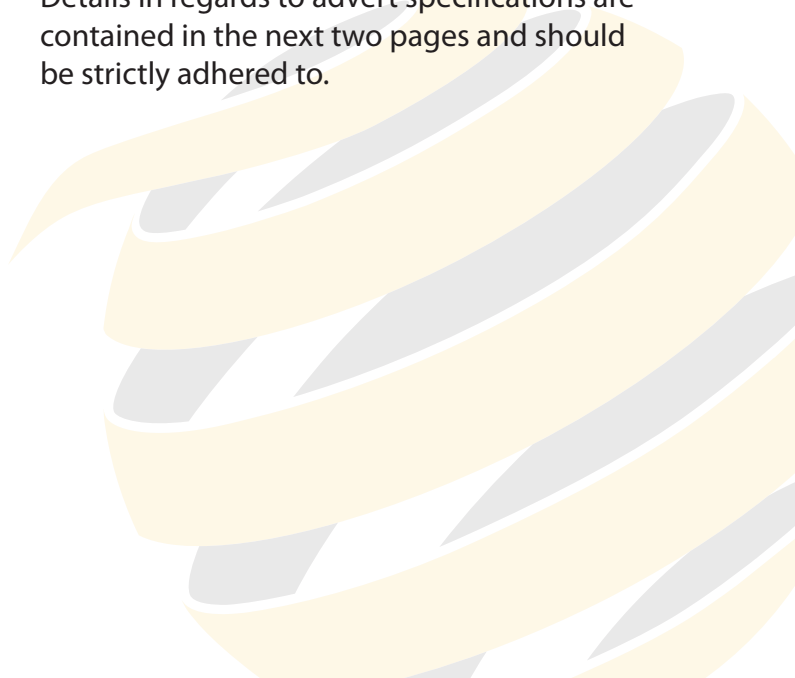
\* The rate for 2 months is a per month rate discounted by 10%

## How to Book

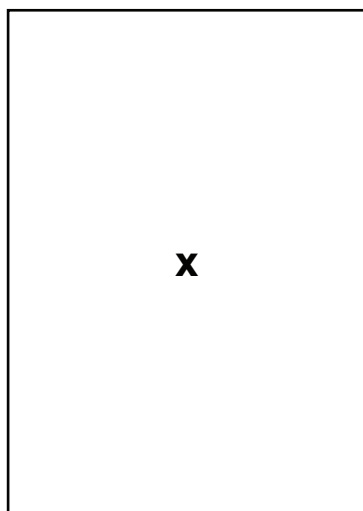
To book your ad space, please email [adsales@beyond90.com.au](mailto:adsales@beyond90.com.au) or call (08) 9422 6911

Please ensure you specify the size of advert required and preferred placement. Please note page placement is dependent on editorial and cannot be guaranteed.

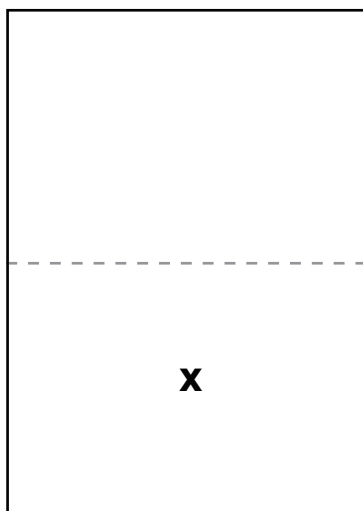
Details in regards to advert specifications are contained in the next two pages and should be strictly adhered to.



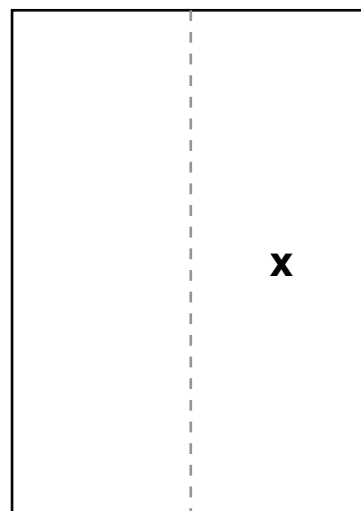
# Advertising Units



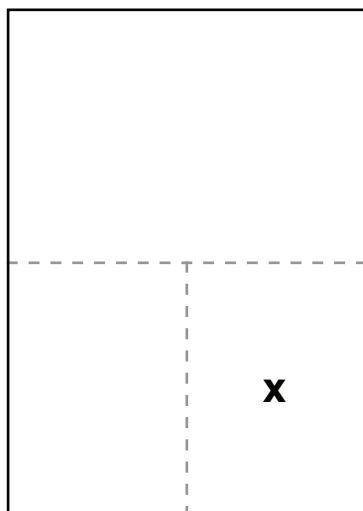
**Full Page**  
210 x 297 mm



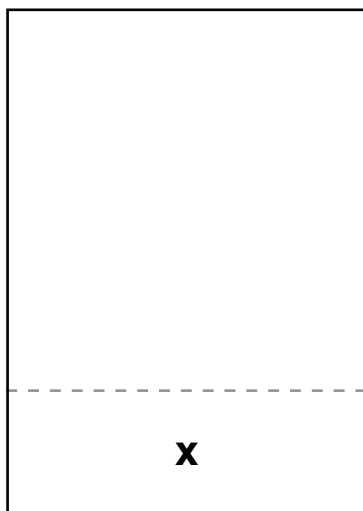
**1/2 Page Horizontal**  
210 x 148.5mm



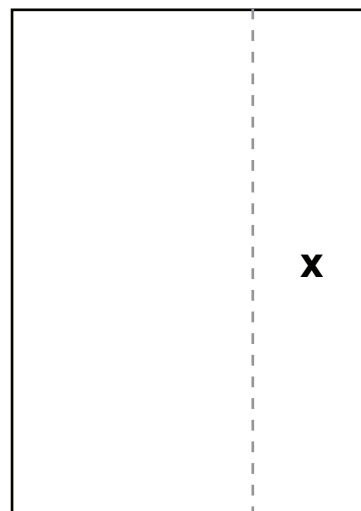
**1/2 Page Vertical**  
105 x 297mm



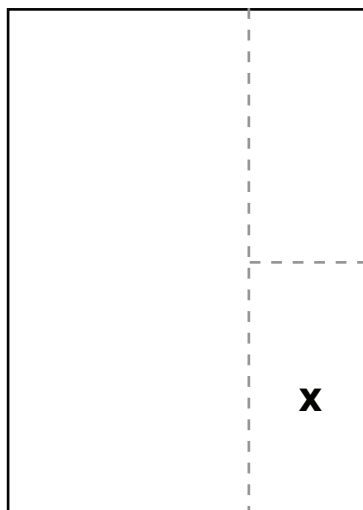
**1/4 Page Vertical**  
105 x 148.5mm



**1/4 Page Horizontal**  
210 x 78.25mm



**1/3 Page Vertical**  
70 x 297mm



**1/6 Page Vertical**  
70 x 148.5mm



# Artwork Specifications

## Technical Specifications

**Below are some points to remember prior to saving your material as a PDF file.**

- All placed elements MUST be CMYK or grayscale (TIF, EPS or PDF only)
- All placed elements must be a minimum of 300dpi
- Four colour white reverse type to be a minimum of 12pt
- Single colour white reverse type to be a minimum of 7pt
- EMBED ALL FONTS or convert to outlines.

## Setting up your document

- Please supply all ad PDFs to the size of the ad booked (ie a full page ad will be supplied at 210mm x 297mm).
- Please supply ads with bleed/registration/crop marks,
- All files/ads are to be supplied as single PDF pages.

## Important Notes

**Please do not create a PDF using:**

*Microsoft Publisher/Word* - We do not accept advertising material supplied as a Publisher document. Create a PDF file using the Print and Distill method. Remember that the Resolution in the Print dialogue box is dependent of the printer selected - locate a printer with a setting of 1200dpi or install the AdobePS Driver which installs a 'dummy' PostScript printer on your hard drive. The installer can be downloaded from: [www.adobe.com/support/downloads](http://www.adobe.com/support/downloads). Other helpful information can be obtained by searching for 'print postscript' from within the online Publisher help file.

*Microsoft Word* was never produced to provide high resolution commercial print quality files and only outputs files in RGB. A PDF file created from Word will also only contain RGB colours so will not comply to current material specifications. If you are using Microsoft Word, you will need to 'Print to File' and select an appropriate high resolution printer. On the File menu, click Print. In the Name box, click the printer you'll use to print the file. Select Print to file and then click OK. Select a location to save the file and type in a file name. When you print to a file, Microsoft Word preserves information such as line breaks, page breaks and font spacing. The publisher takes no responsibility for any quality issues for advertising files that have been created using Microsoft Word.

Please seek the assistance of a graphic artist or pre-press professional to make up your advertising to meet print specifications.

## Filenames

Must consist of client name (Bob's Fish & Chips), size (210x297FP) and issue number (01).

*eg. BobsFishChips210x297FP01.pdf*

## Supplying artwork

**If we are setting your ad**

All material to be set must be emailed to your advertising sales representative by the specified date.

## Print-ready art deadlines

This date will be given to you at the time booking your advertising space by your advertising sales rep. Please ensure that materials are received on or before this date.

- All material to be set is to be emailed to your advertising sales representative.
- Large files may be sent via [www.yousendit.com](http://www.yousendit.com)

Please ensure all artwork is to specification listed in this document. The onus is on the advertiser to adhere to these specifications to ensure the best possible outcome in the publication. Failure to adhere may result in less than desirable results in the final publication.

## Need help with your advertisement?

The clever folk at Bam Creative are able to design high quality, professional advertisements for you. All they need is your materials (logos, images - hi res) and a creative brief from you, they'll handle the rest. Give them a call on (08) 9422 6722 or visit [www.bam.com.au](http://www.bam.com.au)

Be sure to get in early, to allow sufficient time to design and place your advertisement in the upcoming issue of Beyond 90. Contact Football West for up to date submission dates.