

# BlackBiz

Australia's Leading Indigenous Business eMagazine



# MEDIA KIT

2013/2014

## Advertising with BlackBiz eMagazine

Our BlackBiz Indigenous business eMagazine is a first for Australia, so why not show your support for this innovative and creative business venture by advertising your business, product or services in our on-line digital eMagazine. With research showing that over 80% of Australian's are connected to the internet by computers and mobile phones, on-line or digital advertising platforms provide an ideal advertising medium for your business and customers to readily access and view your advertisement.

Other added benefits of advertising in the BlackBiz eMagazine include:

- Being more cost effective with an on-line advertising medium;
- Having 24 hour, seven days a week advert visibility, nationally and globally; and
- Tracking of your advertising success with daily statistical reporting.

## Advertising Rate Card

Refer to current advertising placement rate card in table below:

Current Advert Rates	Price	GST	Total Cost
Inside Cover (full page)	\$600	\$60	\$660
Inside Cover (half page)	\$500	\$50	\$550
Full Page (general)	\$400	\$40	\$440
Half Page (general)	\$300	\$30	\$330
Banner Ad (horizontal)	\$200	\$20	\$220
Banner Ad (vertical)	\$200	\$20	\$220

(Please note that if any additional design work is required or requested, the fee for this design work is \$110 (inclusive of GST).

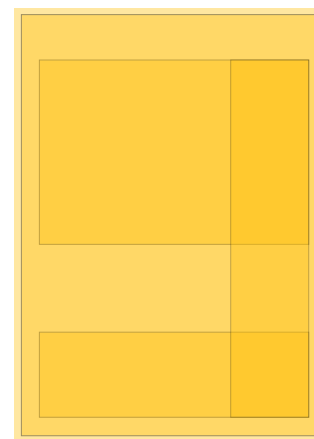
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## Mechanical Specs

So get value for your money advertising dollar, and check out our advertising dimension options below, that may be suitable for your business or service.

The emagazine is based on an A4 page to ensure easy printing.

Advert Size	Trim Size mm	Bleed Size mm
Full Page	210(w) x 297(h)	210(w) x 297(h)
Half Page (horizontal)	190(w) x 135(h)	no bleed
Banner Ad (horizontal)	190(w) x 65(h)	no bleed
Banner Ad (vertical)	55(w) x 270(h)	no bleed



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## Advert Design/Artwork Requirements

The following advertisement design and associated artwork requirements are required in submitting your advertisement in your selected BlackBiz eMagazine edition:

- Artwork must be supplied as a print quality PDF with all fonts embedded or a maximum quality jpg file at least 100dpi at 100% size.
- Full page and cover ads must include 5mm bleed on all sides as well as crop marks.
- Publishers are not responsible for typesetting/artwork done on behalf of an advertiser.
- All copy is subject to the approval of the publisher (BlackBiz Pty Ltd). The publisher reserves 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.
- Final artwork should be emailed to [production@blackbiz.com.au](mailto:production@blackbiz.com.au)



## Advert Booking Timelines

For advertisements to meet the next scheduled BlackBiz eMagazine publication date, all advert requirements (including artwork designs) should be received by the 1st day of the month prior to the next scheduled edition publishing date as outlined in table below:

BlackBiz eMagazine Edition	Booking Deadline	Artwork Deadline	Publishing Date
January - March 2013	20/02/13	01/03/13	March 2013
April - June 2013	20/04/13	01/06/13	June 2013
July - September 2013	20/08/13	01/09/13	September 2013
October - December 2013	20/11/13	01/12/13	December 2013
January - March 2014	20/02/14	01/03/14	March 2014
April - June 2014	20/04/14	01/06/14	June 2014
July - September 2014	20/08/14	01/09/14	September 2014
October - December 2014	20/11/14	01/12/14	December 2014

## BlackBiz Contact Details

### **BlackBiz Pty. Ltd.**

Address: PO BOX 23  
Revesby North  
NSW 2212

Ph: 1300 739 769

Fx: 02 9475 0921

Em: [advertising@blackbiz.com.au](mailto:advertising@blackbiz.com.au)

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# Advertising Terms & Conditions

## Payment

Payment must be made within 7 days from the date of invoice and before first advertisement is published.

## Cancellations

Due to the inconvenience of having to source advertisements and/or articles to replace a scheduled advertisement we trust you will understand our need to specify cancellation fees for withdrawal from a booking.

Advertisements cancelled between the Artwork deadline (1st of the month) and more than 5 days before publishing occurs will incur a cancellation fee equal to 50% of the whole of the advertising fee associated with the cancelled advertisement. Any cancellation made five days or less before publishing will be charged the full amount owed by the advertiser for that advertisement. All cancellations must be submitted in writing.

Cancellations of long-term contracts are subject to the same terms and conditions as stated above.

## Rate Variations

The publisher reserves the right to vary the advertising rates following written notice being supplied to the advertiser. The new rates may be applied to all advertising booked following that notice.

## Indemnity, Liability & Legal Matters

Advertising agencies and advertisers accept full responsibility for the contents of all advertisements and agree to indemnify the publishers against any claims or proceedings arising out of the publication of the advertisements. The onus lies with the advertiser to proof their artwork and supply a file that will print correctly. Provision of the material or copy for publication constitutes acceptance by the advertiser or advertising agent of this condition. The Publisher (BlackBiz Pty Ltd) and/or Editor accepts no responsibility for the accuracy of details supplied in any advertisements appearing in BlackBiz eMagazine.

The Advertising agency and the Advertiser release and agree to forever hold the publisher harmless for any loss or damage caused or contributed to by late publication.

Acceptance of advertisements, final placement, reduction or enlargement required for positioning is all at the Publisher and/or Editors discretion.

The Publisher and/or Editor reserves the right to refuse to publish any advertisement, that in our sole discretion, is considered to be in conflict with or contrary to the philosophy of the Publisher and Magazine.

All advertising must comply with the Competition and Consumer Act 2010 and/or any other relevant laws and must not be misleading, false or deceptive.



# Advertising Booking Sheet

To ensure you submit your advertisement on time, please complete the following Advertising Booking Sheet by the above mentioned advert booking timeline.

## DETAILS

Organisation:

Contact Name:

Address:

Suburb:  State:  Postcode:

Telephone:  Email:

## ADVERTISING BOOKING

Issue/s to appear in:

Advertisement Size:

Cost (inc GST):

Special information:

I have read the terms and conditions as set out in the BlackBiz eMagazine Media Kit and declare that I have the authority to act on behalf of the advertiser to enter into this contract.

Signed:

Date:

Fax back to **02 9475 0921** or email to [advertising@blackbiz.com.au](mailto:advertising@blackbiz.com.au) before the booking deadline.