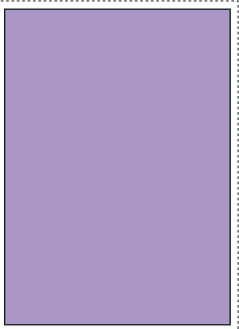
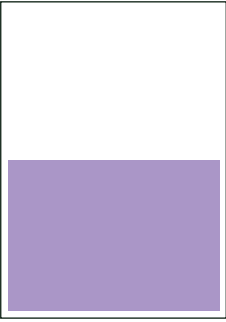
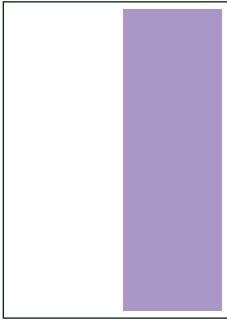
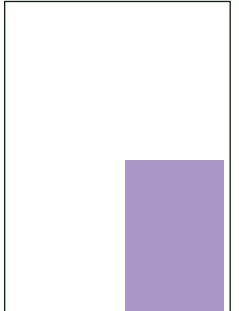
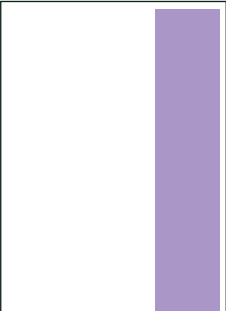
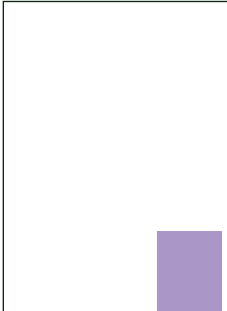


## 2018 PUBLICATION DATES AND MATERIAL DEADLINES

| ISSUE                              | ON SALE | ADVERTISING BOOKING | MATERIAL DEADLINE | EDITORIAL DEADLINE |
|------------------------------------|---------|---------------------|-------------------|--------------------|
| <b>ISSUE 1</b><br>February/March   | Mar-02  | Feb-01              | Feb-08            | Jan-24             |
| <b>ISSUE 2</b><br>April/May        | Apr-24  | Mar-12              | Mar-19            | Mar-05             |
| <b>ISSUE 3</b><br>June/July        | Jun-19  | May-11              | May-18            | May-04             |
| <b>ISSUE 4</b><br>August/September | Aug-21  | Jul-13              | Jul-20            | Jul-06             |
| <b>ISSUE 5</b><br>October/November | Oct-23  | Sep-14              | Sep-21            | Sep-07             |
| <b>ISSUE 6</b><br>December/January | Dec-11  | Nov-02              | Nov-09            | Oct-26             |

## SPECIFICATIONS Advertisement sizes

|   |  |   |   |   |  |
|---|--|---|---|---|--|
|  | <p><b>FULL PAGE</b><br/>Live type area:<br/>277mm (height)<br/>x 190mm (width)</p> <p>Trim area:<br/>297mm (height)<br/>x 210mm (width)<br/>Bleed area allow 5mm</p> |  | <p><b>HALF PAGE HORIZONTAL</b><br/>120mm (height)<br/>x 186mm (width)</p> |  | <p><b>HALF PAGE VERTICAL</b><br/>252mm (height)<br/>x 90mm (width)</p> |
|  | <p><b>QUARTER PAGE VERTICAL</b><br/>120mm (height)<br/>x 90mm (width)</p>  |  | <p><b>THIRD PAGE VERTICAL</b><br/>252mm (height)<br/>x 58mm (width)</p>   |  | <p><b>THIRD COLUMN</b><br/>76mm (height)<br/>x 58mm (width)</p>        |

### 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 be 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.

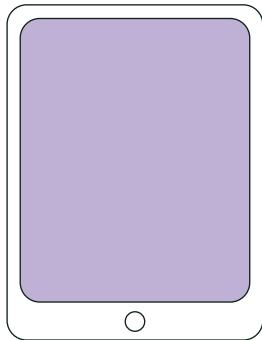
### PLEASE NOTE

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.

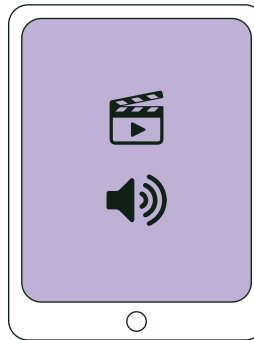
## 2018 IPAD & ANDROID ADVERTISING SPECIFICATIONS



### FULL PAGE STATIC 1024px X 768px

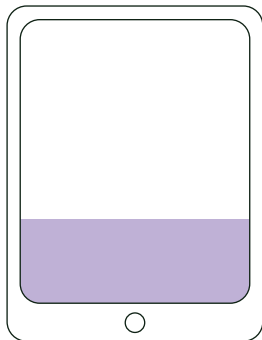
As appears in print magazine

- Website Link
- Facebook Links / Twitter Link



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

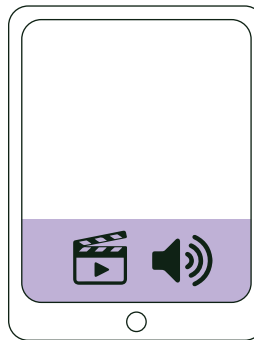
- Embedded Video / TVC
- Website Link
- Facebook Links / Twitter Link
- Hot Spots
- Audio Message
- Animation, Hot Buttons & Pop-ups
- Web Clips - E-commerce



### 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.

ADVERTISING MANAGER: **Ray Kelsall** - 55 Nepean Highway, Aspendale Victoria 3195  
**MOBILE:** 0408 196 729 | **EMAIL:** rgkelsall@bigpond.com.au

### ADVERTISING MATERIAL IS TO BE SENT OR EMAILED TO:

**Harding Media** - 51 Church Street, Beaumaris, Victoria, 3193  
**PHONE:** (03) 9585 6505 | **MOBILE:** 0421 040 580 | **EMAIL:** karen@hardingmedia.com.au