



Victorian Bridge Association Ltd

VBA Bulletin - Advertising Rate Card

Monthly Circulation: 4800 approx.

Publication Dates: 1st of every month from February – December inclusive

Copy Deadline: 4 days before first of each month.

Advertising Rates (Prices exclusive of GST.)

BLACK & WHITE DISPLAY ONLY

Display Size	Per Issue	6 Months	Annual Rate
Full Page A5	\$130	\$625	\$1125
Half Page A5	\$80	\$385	\$695
Quarter Page A5	\$50	\$240	\$430

LOADINGS:

Back cover 30% Front Cover 30%
Multiple ads in same issue attract 20% discount applied to the ad of lower value.

SPECIFICATIONS FOR ARTWORK

Ad Size	Dimensions
Full Page A5	130mm x 190mm
Half Page A5	130mm x 90mm
Quarter Page A5	65mm x 90mm

Formats: .jpg/.gif/.png, .doc (or docx), .ppt (or pptx).

Variations to artwork sizes may be discussed with the editor.

CLUB CONGRESS ADVERTISING

All clubs receive one free advertisement per annum for congress advertising. The size allowable is approximately half a page, the size being dependent upon space availability.

TERMS AND CONDITIONS

GENERAL CONDITIONS. Advertising accepted for publication in the *VBA Bulletin* is subject to the conditions set out here and the rules applicable to advertising laid down from time to time by the Media Council of Australia. Every advertisement is subject to the approval of the Victorian Bridge Association Ltd who may at its discretion refuse to accept any advertisement for publication if it believes the advertisement may infringe the rights of any person or may not comply with all laws and regulations of the States and Territories. The Victorian Bridge Association Ltd accepts no responsibility or liability in relation to any loss due to the failure of an advertisement to appear according to instructions.

INDEMNITY & WARRANTY. The advertiser agrees to indemnify and keep indemnified the *Victorian Bridge Association Ltd* in respect of all liabilities, losses, damage costs or expenses whatsoever in relation to any claim, demand, action, suit or proceeding whatsoever brought by any third party arising out of or in connection with any material published in the *VBA Bulletin* on behalf of the advertiser. The advertiser warrants to the *Victorian Bridge Association Ltd* that all advertising material and information to be submitted on behalf of the Advertiser is such that its publication will not infringe the provision of any law or statute and will not give rise to any claim or right of action whatsoever against the *Victorian Bridge Association Ltd* whether at common law or statute.

CANCELLATIONS. Cancellation of your advertising up to four weeks prior to the publication date will incur a penalty fee of 50% of the cost of advertising. We cannot accept any cancellations after the copy deadline for each edition.

COPYRIGHT. All artwork and photography produced by the *VBA Bulletin* is copyright to the Victorian Bridge Association Ltd.

ARTWORK. The Publisher reserves the right to reject any advertisement as a whole. All advertisements are accepted subject to the Publisher's approval without prejudice in every respect with regard to material, layout or otherwise and may be modified or altered at the Publisher's discretion if the material supplied is not in accordance with the mechanical specifications. The Publisher takes no responsibility for incorrect placement or material provided by the Advertiser that is not accompanied by specific written material instructions. The cost to the Publisher of making good any such material shall be paid by the Advertiser to the Publisher on demand. The Publisher shall not be responsible for any loss or damage consequent to the failure of an advertisement to appear in accordance with the instruction given by the Advertiser. All advertising material must be supplied to the Publisher in accordance with the mechanical specifications by the Advertising deadline. If material is not supplied by the Advertising deadline the Publisher reserves the right to repeat the most recent material. Alternatively, the Advertiser or his agent will be charged for the advertising space as contracted and the space will be filled at the Publisher's discretion.

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