

Wound Practice and Research



Journal of Wounds Australia

2020 Advertising Rate Card

Advertising rates per issue

Position/size	Casual	Four issues
Back cover		\$3100
Inside front		\$2980
Inside back	\$3460	\$2810
Full page	\$3360	\$2790
Half page	\$2240	\$1740
Third page	\$1690	\$1300
Quarter page	\$1510	\$1180
Inserts	\$3200 plus postage if applicable (up to 20 grams)	

The above rates DO NOT include GST, production costs or agency commission.
An extra 10% loading will apply to requests for preferred pages (with the exception of cover pages, above).

Frequency / Deadlines

Journal issue	Booking deadline	Material deadline
March	21 February	28 February
June	15 May	22 May
September	14 August	21 August
November	6 November	13 November

Cancellations

Cancellations after the booking deadline, but prior to the artwork deadline, will be subject to a 50% charge. Cancellations after the artwork deadline will be charged at the full rate.

Advertisement sizes

Full page	210mm wide x 275mm high (Add 3mm bleed where image runs to edge of page)
Half page	Horizontal 180mm wide x 120mm high (No bleed required)
Third page	Horizontal 180mm wide x 80mm high (No bleed required)
Quarter Page	Horizontal 180mm wide x 60mm high (No bleed required)



Advertising enquiries to Simon Henriques
Telephone +61 8 6154 3912
Email simonh@cambridgemediacom.au

Artwork submissions

Trim

The trim area is the final size of your advertisement (**ALWAYS include trim marks**).

Bleed

The journal is printed on a large sheet and then trimmed to size. Bleed is the area extending past your trim area, which allows for a small amount of movement that may occur when your work is being cut to size. (**PLEASE include 3mm Bleed**).

CMYK

Convert **ALL** of your RGB or Pantone spot colours to CMYK as our conversion may produce different results.

Resolution

Your artwork **MUST** be at least 300dpi at full size.

PLEASE NOTE: Incorrect artwork that has to be manually corrected by our operators may incur additional charges and slow down turnaround time.

SUBMIT your pdf electronically to WPR@cambridgemediacom.au