

Pet Industry News
is Australia &
New Zealand's only
pet trade magazine.

Published four times
a year, around 4000
copies of *PIN* are
sent free of charge to
every
pet shop, aquarium,
kennel/cattery,
grooming business,
wholesaler, major
vets, etc. in our
region.

DISCOUNTS:
Bookings for
2 issues 10%
Bookings for
4 issues 20%

Please see
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ARTWORK CHARGE

Please note:
ads that require
adjustments to artwork
may incur an
additional fee

Please note:
ads which need to be made
up by us,
contact (02) 8765 1934 for
the requirements. Material
to be
submitted **AT LEAST 10**
days prior to the
deadline dates



Pet Industry News **Advertising Guidelines**

DEADLINES: (dates subject to change)

Issue	Published:		Art supplied DEADLINE
No. 2	Winter 2010	JUNE	21st May 2010
No. 3	Spring 2010	SEPTEMBER	1st September 2010
No. 4	Summer 2010	DECEMBER	27th November 2010
No. 1	Autumn 2011	MARCH	TBA

Please complete this form and **fax** it back to us on **(61.2) 8757 3579**
For enquiries please **call (61.2) 8765 1934** or **email narelle@petnews.com.au**

DISPLAY Advertising RATES & BOOKING FORM:

	Australia (including GST)	International
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_____ Or 297x420mm plus bleed	\$2915.00	AU \$2650.00
_____ Full page (A4) 190x280mm	\$1892.00	AU \$1720.00
_____ Or 210x297mm plus bleed	\$1892.00	AU \$1720.00
_____ 1/2 page 135x190mm	\$1100.00	AU \$1000.00
_____ 1/2 page 90x280mm	\$1100.00	AU \$1000.00
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_____ 1/4 page 90x135mm	\$737.00	AU \$670.00
_____ 1/6 page 60x135mm	\$550.00	AU \$500.00
_____ Classified mono/spot 60x45mm	\$132.00	AU \$120.00

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Please tick the following issue you wish to place you ad(s)

- Winter (June 2010)** **Spring (September 2010)**
 Summer (December 2010) **Autumn (March 2011)**

Please supply ad files as **high-resolution PDF** — Please tick format ad will be supplied

- Mac PC CD DVD

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