

2012 SENIORS CARD DISCOUNT DIRECTORY ADVERTISING BOOKING FORM

ADVERTISING BOOKING

Please specify which size you wish to book.
All prices exclude GST. Payment is on invoice.

¼ page display	Rates
<input type="checkbox"/> Sydney & Surrounds	\$850
<input type="checkbox"/> Central Coast & Hunter	\$640
<input type="checkbox"/> Northern NSW	\$640
<input type="checkbox"/> Southern NSW	\$640
<input type="checkbox"/> Western NSW	\$640
<input type="checkbox"/> All five Discount Directories	\$3,200

½ page display	
<input type="checkbox"/> Sydney & Surrounds	\$1,350
<input type="checkbox"/> Central Coast & Hunter	\$1,040
<input type="checkbox"/> Northern NSW	\$1,040
<input type="checkbox"/> Southern NSW	\$1,040
<input type="checkbox"/> Western NSW	\$1,040
<input type="checkbox"/> All five Discount Directories	\$5,200

Full page display	
<input type="checkbox"/> Sydney & Surrounds	\$2,550
<input type="checkbox"/> Central Coast & Hunter	\$1,940
<input type="checkbox"/> Northern NSW	\$1,940
<input type="checkbox"/> Southern NSW	\$1,940
<input type="checkbox"/> Western NSW	\$1,940
<input type="checkbox"/> All five Discount Directories	\$9,800

Premium display – all five Discount Directories	
<input type="checkbox"/> Inside front cover	\$23,000
<input type="checkbox"/> Inside back cover	\$16,000
<input type="checkbox"/> Back cover	\$25,000
<input type="checkbox"/> Centre page double spread	\$29,000

CATEGORIES

Please specify in which category you would like your ad to appear.

- Automotive
- Holidays & travel *
- Leisure & lifestyle
- Shopping
- Household needs
- Professional services

* If your booking is for the Holidays & travel section you must advertise in all five Discount Directories

AUTHORISATION

I understand and agree to the terms and conditions specified on this form and I am authorised to purchase display advertising in the 2011 NSW Seniors Card Discount Directory as indicated on this form.

Name _____

Position _____

Trading name _____

ABN _____

Signature _____

Date / / _____

BOOKING DEADLINE 29 AUGUST ◀

ADVERTISING DEADLINES

Booking deadline	29 August 2011
Cancellation deadline	29 August 2011
Material deadline	29 August 2011
Invoice date	December 2011
Publication date	December 2011

FAX Please fax completed booking form to **02 8270 2361**

POST or mail this form to NSW Seniors Card
Level 5, 83 Clarence Street, Sydney NSW 2000 or

EMAIL scan and email to **business@seniorscard.nsw.gov.au**



SENIORS CARD

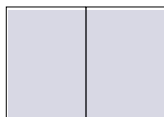
2012 SENIORS CARD DISCOUNT DIRECTORY ADVERTISING SPECIFICATIONS

ADVERTISEMENT SIZES

The Discount Directory is A5 (148.5 x 210mm) and printed in full colour (CMYK).

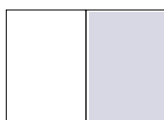
Double page spread

Bleed 307 x 220mm
Trim 297 x 210mm
Display 287 x 200mm



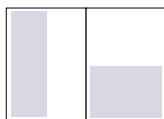
Full page ad

Bleed 158.5 x 220mm
Trim 148.5 x 210mm
Display 138.5 x 200mm



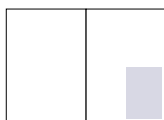
Half page ad

Horizontal 138.5 x 86mm
Vertical 67 x 177mm
no bleed



Quarter page ad

Display 67 x 86mm
no bleed



SPECIFICATIONS

If you are supplying advertising artwork, please ensure that you meet these specifications. Material that does not conform to these specifications may be rejected.

- Use font size no smaller than 8pt (excluding business terms and conditions)
- If using the *Seniors Card Welcome Here* logo, ensure it is applied correctly
- The logo can be used by registered business partners in colour (blue PMS 534 and gold PMS 873), blue only or black only

ACCEPTABLE FILE FORMATS

Adobe Acrobat PDF (PC or Mac)

Files can be provided as press optimised CMYK PDF files. Ensure all fonts are embedded in the PDF file. A black and white laser proof for mono advertisements or a colour proof for colour advertisements must be provided.

Adobe Photoshop (PC or Mac)

Finished artwork may be supplied as TIF, EPS or JPG files in CMYK mode and not less than 300 pixels an inch.

Adobe Indesign CS4 (PC or Mac)

All files and fonts used in your document must be included. If there are Adobe Illustrator files used in your document ensure all fonts/type are converted to outlines. PhotoShop EPS or TIF images must be in CMYK mode and not less than 300 pixels per inch.

DELIVERY

Completed artwork may be supplied on CD or emailed, provided the size of the file is no more than 20mb to:

Impress Design
Suite 103, 21 Berry Street
North Sydney NSW 2060
Phone: (02) 9279 0022
Email: creative@impressdesign.com.au

Please ensure you include your contact details and an email address so we can send you a proof of your advertisement.

ADVERTISERS REQUIRING ARTWORK PRODUCTION

If you need an advertisement designed, please contact Impress Design at the above address.

The following rates apply to creating new advertisements:

¼ page ad	\$160
½ page ad	\$200
Full page ad	\$300
Double page spread	\$420

All rates ex GST

Copy (text) should be provided as a Word document. Any logos should be provided either electronically as an Illustrator EPS or high resolution JPG or TIF file.

If photographs are to be included in the advertisements they should be provided electronically as Photoshop JPG files at a resolution no less than 300 pixels per inch.

AMENDING SUPPLIED OR EXISTING ARTWORK

If you have an existing advertisement but require amendments to the artwork, please contact Impress Design to discuss details. Impress Design will advise if any costs will be incurred.

TERMS AND CONDITIONS

The Seniors Card scheme is administered and funded by Ageing, Disability and Home Care (ADHC). Any reference to ADHC shall mean and include any reference to 'Seniors Card'.

1. All advertisements are subject to approval by ADHC.
2. ADHC reserves the right to withdraw any advertisement at any time at ADHC's sole discretion. All artwork supplied by the customer must comply with the specifications set out in the advertising rate card. ADHC reserves the right to

correct any artwork supplied that does not meet these specifications. Associated costs will be charged to the customer.

3. ADHC will send the customer confirmation of advertisement format and rate. The customer must notify ADHC of any errors in the confirmed advertisement within two working days of the confirmation being received. ADHC will take no responsibility whatsoever for errors in confirmed advertisements.
4. Cancellations must be advised in writing by 6 September 2011 or will be charged at the full rate.
5. The customer will be invoiced. Payment terms are strictly 30 days upon receipt of invoice.
6. ADHC accepts no responsibility for any loss resulting from the failure of an advertisement, in full or part, to appear or for any error in an advertisement.
7. The customer warrants that the material supplied complies with all relevant laws and regulations and does not infringe the intellectual property rights of any third party.
8. The customer indemnifies ADHC against any and all claims for damages, costs and/or compensation, or any liability whatsoever arising from publication; including for defamation or infringement of intellectual property rights.
9. In this terms and conditions, 'intellectual property rights' means all rights in copyright, patents, registered and unregistered trademarks, designs, trade secrets, trade, business or company names, confidential or other proprietary rights, or any rights to register such rights.
10. ADHC reserves the right to cancel the customer agreement with any business that fails to pay their invoice by the due date.
11. Advertising bookings will not be accepted from previous bad debtors.

CONTACT

NSW Seniors Card
Level 5, 83 Clarence Street
Sydney NSW 2000

Phone 02 8270 2481 or 02 8270 2429

Fax 02 8270 2361

Email business@seniorscard.nsw.gov.au

Website www.seniorscard.nsw.gov.au