



# COMPASS ADVERTISING KIT

*Compass* is the official publication of Hillarys Yacht Club. The full colour high quality glossy 36 page magazine, printed four times per year, contains extensive details of HYC news, yachting, boating, club activities, reports, member stories and upcoming events.

## Advertising

Advertising in *Compass* is an ideal way to cost effectively reach our membership database, many of whom are Corporate, Business and Community leaders, as well as members from country, interstate and international locations and other club affiliations. Each issue is also placed on our website for anyone to access.

## Distribution

*Compass* is delivered directly to HYC members' homes and businesses with a total print run of approximately 1,400 copies. Copies are made available to new members as they join throughout the year, and are also available at HYC Reception.

## Reader profile

HYC members and families, HYC sponsors, other Australian and international reciprocal clubs, and other yachting and boating associations throughout Australia.

## How do I advertise in *Compass*?

Please complete the Advertising Booking Form and return to the the Marketing Manager via [pr@hillarysyachtclub.com.au](mailto:pr@hillarysyachtclub.com.au). Once confirmed we require you to send your advertisement electronically in high resolution PDF or similar.

Issue	1	2	3	4
Publication Distributed	March	June	September	December
Final Advertising Cut Off Dates	31 Jan	2 May	1 Aug	31 Oct

Size	Width	Height	Price
Full Page (5mm bleed)	210mm	297mm	\$400 +GST
Full Page Type Area	190mm	255mm	\$400 +GST
Half Page	190mm	120mm	\$200 +GST
Quarter Page	90mm	120mm	\$100 +GST
Strap	190mm	60mm	\$100 +GST
Bus Card Vertical	60mm	90mm	\$60 +GST
Bus Card Horizontal	90mm	60mm	\$60 +GST

A5 Inserts	\$255.00 +GST
Back Page	50% loading
Inside Back or Front Page	25% loading

Artwork to be supplied as a high res JPG or PDF  
 Artwork not submitted in correct format will be returned  
 Position of the advert will be determined by the Editor

Artwork charges apply to any alterations to non-standard format.

Charges are:

Business Card \$20.00 +GST	Square \$45.00 +GST
Strap \$35.00 +GST	Half Page \$50.00 +GST
Quarter page \$40.00 +GST	Full Page \$65.00 +GST



### Full Page With 5mm bleed

Width: 210mm  
 Height: 297mm

### Full Page Type Area

Width: 190mm  
 Height: 255mm



### Half Page

Width: 190mm  
 Height: 120mm



### Quarter Page

Width: 90mm  
 Height: 120mm



### Strap

Width: 190mm  
 Height: 60mm



### Business Card

Vertical  
 Width: 60mm  
 Height: 90mm



Horizontal  
 Width: 90mm  
 Height: 60mm



# ADVERTISING BOOKING FORM

Contact Name \_\_\_\_\_

Business Name \_\_\_\_\_

Postal Address \_\_\_\_\_

\_\_\_\_\_ Post Code \_\_\_\_\_

T ( ) \_\_\_\_\_ F ( ) \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

## BOOKING SCHEDULE

### Issue by Issue

### 4 consecutive issues

Full Page (5mm bleed)	<input type="checkbox"/> \$400	<input type="checkbox"/> \$1440
Full Page Type Area	<input type="checkbox"/> \$400	<input type="checkbox"/> \$1440
Half Page	<input type="checkbox"/> \$200	<input type="checkbox"/> \$720
Quarter Page	<input type="checkbox"/> \$100	<input type="checkbox"/> \$360
Strap	<input type="checkbox"/> \$100	<input type="checkbox"/> \$360
Bus Card Vertical	<input type="checkbox"/> \$60	<input type="checkbox"/> \$216
Bus Card Horizontal	<input type="checkbox"/> \$60	<input type="checkbox"/> \$216
A5 Insert	<input type="checkbox"/> \$255	<input type="checkbox"/> \$918

## ISSUE ADVERT IS TO DISPLAY

Issue  1  2  3  4

Final Cost of Booking \_\_\_\_\_ Advertiser Signature \_\_\_\_\_

## PAYMENT OPTIONS

1. By Credit Card  Visa  Mastercard

Card Number \_\_\_\_\_ Expiry Date \_\_\_\_\_

Cardholder Name \_\_\_\_\_ Signature \_\_\_\_\_

2. Member Account  Please charge my account Member Number \_\_\_\_\_

## TERMS & CONDITIONS

- All advertising bookings must be confirmed in writing or via email.
- Finished artwork must be submitted according to specifications listed in the advertisers kit.
- Cancellations will only be accepted in writing and must be received before the booking deadline.
- Cancellation of an advertisement after the booking deadline will incur a cancellation fee of 50% of the advertising fee for that advertisement.
- Advertisements are accepted subject to the approval of the General Manager.
- HYC reserves the right to cancel or reject advertising deemed not to be in keeping with its objectives.
- Advertisements are accepted for publication on the condition that the advertiser indemnifies the publisher and its servants and contractors against all actions, suits, claims, loss and/or damage and expenses resulting from anything published by the advertiser.
- HYC makes every reasonable effort to publish Compass according to the distribution schedule.
- HYC is not liable for any loss or damage incurred by an advertiser as a result of any failure or delay in the distribution of Compass.
- Where an advertisement is not published through no fault of the advertiser, the advertising fee that has been paid will be refunded.
- Positions will be determined by the Editor.