

# INSIDE STRATA

**MEDIA KIT**



# ADVERTISE IN THE **INSIDE STRATA** MAGAZINE AND WEBSITE



Email [inside.strata@strata.community](mailto:inside.strata@strata.community) for enquiries

[www.inside.strata.community](http://www.inside.strata.community)



# ADVERTISING DIMENSIONS



## Full Page Advert

Width: 210mm  
Height: 297mm  
Margin: 15mm minimum  
Bleed: 5mm  
Word Count: Up to 300 words



## Half Page Advert (horizontal)

Width: 180mm  
Height: 130mm  
Margin: 10mm minimum  
Bleed: none  
Word Count: Up to 200 words



## Half Page Advert (vertical)

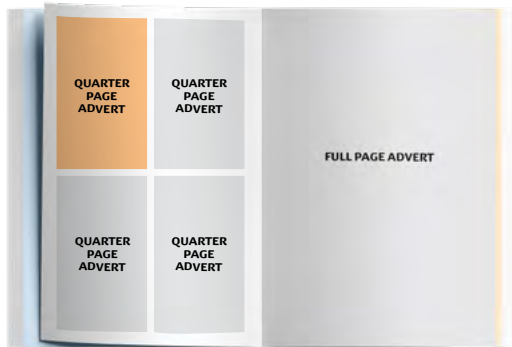
Width: 90mm  
Height: 270mm  
Margin: 5mm minimum  
Bleed: none  
Word Count: Up to 100 words



## Third Page Advert (horizontal)

Width: 180mm  
Height: 85mm  
Margin: 5mm minimum  
Bleed: none  
Word Count: Up to 100 words

# ADVERTISING DIMENSIONS



## Quarter Page Advert (vertical)

Width: 90mm  
Height: 130mm  
Margin: 5mm minimum  
Bleed: none



## Sixth Page Advert (vertical)

Width: 56mm  
Height: 135mm  
Margin: 5mm minimum  
Bleed: none

## Online Banner Advertising



### Banner advert Middle:

904px x 183px  
PNG or JPEG

### Banner advert Footer:

1258px x 183px  
PNG or JPEG

Please submit banner with the URL you would like it linked to

# PRINT ADVERTISING PRICES

## STANDARD ADS

Ad Type	1x	2x	3x
Full Page	\$3,234 + gst	\$3,072 + gst	\$2,919 + gst
Half Page	\$1,940 + gst	\$1,844 + gst	\$1,751 + gst
Quarter Page	\$1,164 + gst	\$1,107 + gst	\$1,051 + gst
1/3 Page	\$1,164 + gst	\$1,107 + gst	\$1,051 + gst
1/6 Page	\$583 + gst	\$553 + gst	\$525 + gst

## KEY POSITIONS

Position	1x	2x	3x
Inside Front Cover Ad	\$4043 + gst	\$3,841 + gst	\$3,649 + gst
Inside Back Cover Ad	\$3,465 + gst	\$3,292 + gst	\$3,128 + gst
Outside Back Cover Ad	\$4,389+ gst	\$4,170 + gst	\$3,962 + gst
Full page Advertorial - 400 words	\$3,465 + gst		
Half-page Advertorial - 200 words	\$1,733 + gst		

# DIGITAL ADVERTISING PRICES

## Online Advertorial



### Online Advertorial

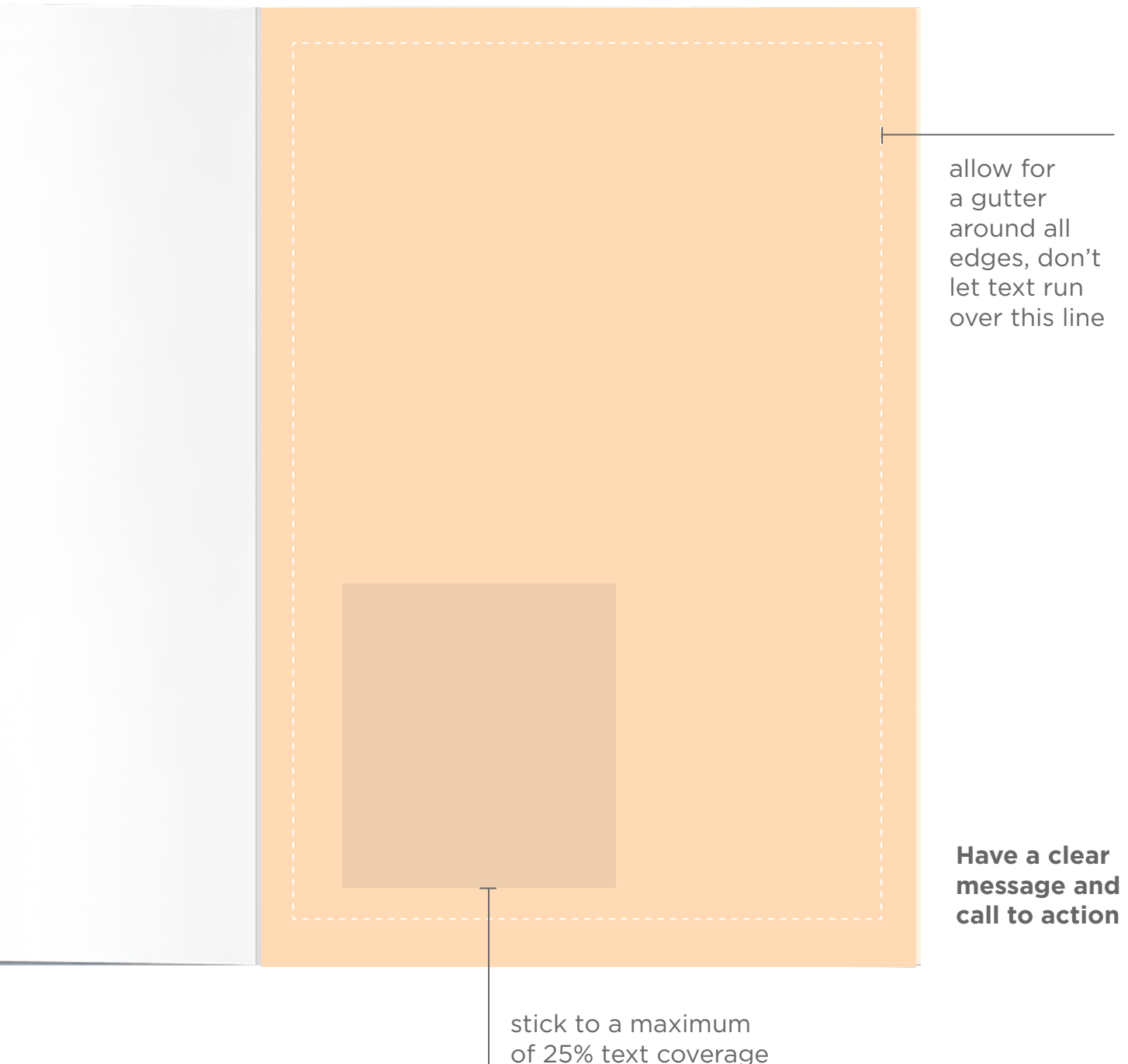
800 Words & 1 Image

\$1,444 + gst

	1 month	6 months	12 months
Online Banner Advert Middle	\$231 + gst	\$1,247 + gst	\$2,218 + gst
Online Banner Advert Footer	\$173 + gst	\$936 + gst	\$1,663 + gst

The prices listed in this brochure are exclusive to members.  
If you are not a member, please contact us at [inside.strata@strata.community](mailto:inside.strata@strata.community) and we will be happy to provide you with the applicable pricing.

# DESIGN GUIDELINES



## **Files Supplied as:**

PDF with Bleed + Crop Marks  
All Images at 300DPI, High Res



