

Labels

Plus

**A magazine that reflects
what's new in the
Australasian label industry.**



Welcome to the only dedicated label magazine for the Australian and New Zealand label markets.

While many forms of printing and packaging have been affected by world financial problems where we are seeing the contracting and consolidation of business entities, one area of the market that's remained resilient, is the label industry.

ALL THE LOCAL NEWS

"Labels Plus" showcases that innovation, creativity and development within Australia and New Zealand.

"LABELS PLUS" WILL COVER SUBJECTS LIKE:

- Digital presses
- Ink systems
- Substrates
- RFID development
- Pressure sensitive development
- Intelligent labels
- UV flexo
- Anilox and beyond
- Sleeves and accessories
- Sustainability
- Environment and the move to be green
- Barcoding

"Labels Plus" looks at the industry's best practice that helps reduce costs and improve your bottom line.

OUR MARKET IS YOU!

If you're involved in the label industry as a:

- Printer/Converter
- Food manufacturer/packager
- Beverage bottler
- Confectioner
- Press manufacturer
- Ink supplier
- Plate supplier
- Tapes supplier
- Equipment supplier
- Label/coding system supplier
- Foil stamping equipment
- Proofing & inspection system supplier
- Sales representative
- Company manager
- Design studio

Plus.....all those who have an interest in the label industry.

"LABELS PLUS" IS AVAILABLE ON THE NET

While we firmly believe that it's essential to provide a "hard copy" magazine, that gets down to the people on the shop floor, we also realise that many people love to surf the internet for information.

Therefore every issue is available on the internet to read or as reference material. This "Plus" service will mean greater exposure for every advertiser.

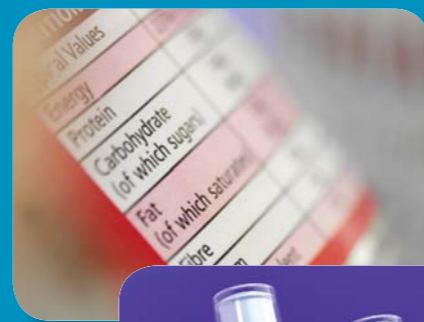
DON'T DELAY!

Call "Labels Plus" National Sales Manager, Matthew Callahan today, on 0401 757 777 or send an email to matt.afta@bigpond.com to discuss how "Labels Plus" can target your market.

"Labels Plus" is always interested in stories that reflect what's happening within the label industry. For more information on how your news can become industry news, contact:

Editor & Publisher,
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Associated Ideas Pty Ltd is a niche publisher and corporate communications provider.
ACN 005 621 974
PO Box 370, East Bentleigh VIC 3165



LABELS PLUS MECHANICAL SPECIFICATIONS FOR ADVERTISING AND EDITORIAL MATERIALS:

ADVERTISING MATERIAL

PDF is the preferred file format for all advertising material:

- PDFs must be Print/Press Quality with registration and trim marks included and located 5mm outside the trim area.
- Bleed must extend 5mm outside the trim area.
- All images must be in CMYK and no less than 300dpi at 100% scaling.
- All colours must be CMYK process.

Other acceptable file formats:

- We only accept artwork in Mac Format.
- File types accepted:
 - Indesign CS6 or less.
Convert all text to paths and include all linked image files.
 - Illustrator CS6 or less.
Convert all text to paths and include all linked image files.
 - Photoshop files.
Make sure material includes 5mm bleed, CMYK and 300 dpi.

PC Files: If your artwork is in a PC format please supply material as a PDF or EPS file, with all fonts converted to vector. Please indicate program used.

Disclaimers:

The publisher reserves the right to refuse any material that does not comply with the requirements listed. Alternatively, we will charge for alterations needed to produce a client's advertisement to the specification requested. While internal production processes may verify that material is within specifications, the responsibility is firmly with you to supply material meeting these specifications.

Unacceptable file formats:

We do not accept materials supplied or produced in Microsoft Word, Publisher or Powerpoint.

Design/artwork services:

Available for advertisers, price on application.

EDITORIAL MATERIAL

Please supply copy, graphics or pictures as separate files. For example text files as a Word document, pictures (jpegs) or graphics (logo etc) as attachments.

DO NOT SEND EMBEDDED PICTURES OR GRAPHICS IN A FILE IF AT ALL POSSIBLE.

WHERE TO SEND MATERIALS

By Mail:

Associated Ideas,
PO Box 370, East Bentleigh, VIC 3165
We accept CDs, DVDs, or USB Sticks. Please send a self-address envelope if you require media to be returned.

Electronic Transfers:

- Files no larger than 10mb, email to terry@assocideas.com.au
- Larger files (10mb+) can be uploaded via one of the many file transfer websites eg. www.htail.com

DEADLINES

- Labels Plus is published four times per annum.
- Booking Deadline: 45 days prior to publication.
- Material Deadline: Complete material and inserts 30 days prior to publication.
- Cancellation deadline: 30 days prior to publication.

The publisher reserves the right to charge in full for advertising cancelled after the deadline, and to use previous material if copy is not supplied by deadline.

CONDITIONS

Advertising accounts are payable 30 days nett. All advertising material is subject to the approval of the publisher, who reserves the right to decline the insertion of any material.

It is the responsibility of the advertiser to ensure copy does not infringe the Trade Practices Act or contravene any legal code. Quoted rates are subject to variation at one month's notice. All advertising material is held for a maximum of three months at the advertiser's risk unless scheduled for repeat insertion.

SIZES (mm)	TRIM		BLEED	
	Width x Depth	Width x Depth	Width x Depth	Width x Depth
Full Page	210 x 297	190 x 287	220 x 307	
Double Page Spread	420 x 297	400 x 287	430 x 307	
Half Page Horizontal	210 x 148	190 x 128	220 x 158	
Half Page Vertical	100 x 297	80 x 287	110 x 307	
One Third Horizontal	210 x 105	190 x 85	220 x 115	
Quarter Page Vertical	100 x 148	80 x 138	110 x 158	
Quarter Page Horizontal	210 x 75	190 x 55	220 x 85	



SALES ENQUIRIES

Matthew Callahan - National Advertising Manager

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Email: matt.afta@bigpond.com

FOR MORE INFORMATION:

Roger Coles - Editor & Publisher

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ADVERTISING RATES 2015

Four colour	Casual	4x
Full page	\$AUD2,350	\$AUD2,200
Half page	\$AUD1,900	\$AUD1,750
Third page	\$AUD1,350	\$AUD1,100
Qtr page	\$AUD 950	\$AUD 800
DPS	\$AUD3,500	\$AUD2,700

- All rates PLUS gst

The magazine is produced 4 times a year

Mar/Apr, Jun/Jul, Aug/Sep, Nov/Dec