

UNIQUE CARS



RATE CARD UNIQUE CARS

Display Advertising RATES - Effective June 2007

AD TYPE	GLOSS COLOUR	NEWSPRINT COLOUR
ISFC	\$4,500	
ISFC DPS	\$8,000	
Page 3	\$4,500	
ISBC	\$4,000	
OSBC	\$5,175	
DPS	\$6,200	\$3,100
Full Page	\$3,450	\$1,725
Half Page	\$1,875	\$920
Quarter Page Vertical / Block / Horizontal	\$1,050	\$575
Third Page Vertical / Horizontal	\$1,265	
Private Ad Page Strips	\$700	\$465

ALL RATES PLUS GST-15% loading applicable for positioning within first 30 pages

Unique Cars Display DEADLINES

ISSUE	DISPLAY DEADLINE	ON SALE
295	Fri 16/01/09	Wed 04/02/09
296	Fri 13/02/09	Wed 04/03/09
297	Fri 13/03/09	Wed 01/04/09
298	Wed 08/04/09	Wed 29/04/09
299	Fri 08/05/09	Wed 27/05/09
300	Thur 04/06/09	Wed 24/06/09
301	Fri 03/07/09	Wed 22/07/09
302	Fri 31/07/09	Wed 19/08/09
303	Fri 28/08/09	Wed 16/09/09
304	Fri 25/09/09	Wed 14/10/09
305	Fri 23/10/09	Wed 11/11/09
306	Fri 20/11/09	Wed 09/12/09
307	Wed 16/12/09	Wed 06/01/10

UNIQUE CARS



CIRCULATION UNIQUE CARS

Circulation – 61,007 (Audited by ABC June 2007)

Frequency - 4 Weekly

MAGAZINE PROFILE – A veritable showcase of Australia's finest vintage, classic, sports, muscle, modified and luxury cars. With classic, luxury and performance car reviews (new and used), specialist car and club news and coverage of major classic motor sports events as well as over 1000 cars for sale in gloss colour... UC is a window shoppers and buyers dream. Sit back, read and enjoy as you dream about owning the car of your dreams.



SPECIFICATIONS UNIQUE CARS

	Full pg	1/2pghori	1/2vert	1/4pghoriz	1/4vert
TYPE AREA (mm)	180(w) x 255(h)	180(w) x 125(h)	88(w) x 255(h)	180(w) x 60(h)	89(w) x 125(h)
BLEED AREA (mm)	205(w) x 285(h)	205(w) x 155(h)	113(w) x 285(h)	N/A	N/A
TRIM AREA (mm)	195(w) x 275(h)	195(w) x 145(h)	103(w) x 275(h)	N/A	N/A

*please note no bleed on mono ads

SUPPLIED MATERIAL

All supplied advertising material must be supplied on either CD, Zip, Jazz, 3.5" floppy disc, via Quickcut or FTP.

FILE FORMATS

Complete ads preferred as hi-resolution Acrobat PDF'S. Adobe In Design CS (INDD), Photoshop 8.0 or previous version (EPS or PSD) and Illustrator 10 or previous version (EPS or AI) documents are acceptable providing: all imports and PC versions of fonts are supplied, and the documents is in CMYK mode (no RGB or LAB colour). EPS, TIFF, JPEG and PS from any application are acceptable providing: all fonts are embedded or outlined, the document is in CMYK mode (no RGB or LAB colour) and at a suitable resolution (no less than 300dpi). Quark XPress, Corel Draw, Publisher or Pagemaker documents are not acceptable and should be exported as either PDF, EPS or PS. All files must have correct file extensions (eg. filename.EPS). For mono documents, please make sure the advertisements and all images are in Greyscale.

FONTS

All fonts must be PC versions and Type 1 postscript. All True Type, Mac, missing and other font formats will be substituted with a similar font. If unsure, outline them!

COLOUR AND RESOLUTION

All colours within all files must be in CMYK mode (no RGB). Non CMYK artwork will not be accepted. All images must have a resolution of 300dpi at print size.

PROOFS

A colour or black and white proof must be supplied.

SENDING MATERIAL VIA FTP

Trader Classifieds FTP facility is a quick

and simple way to submit your advertising material. When uploading for the first time contact us to ensure successful transmission was made.

PC USERS - FTP

Collect all your finished files, put them in one folder, name the folder appropriately, (eg. company name, Trader Classifieds code or magazine issue), load FTP URL in your browser, then drag and drop your folder onto browser window.

TIPS - FTP

Internet Explorer must be version 5.0 or above, keep your folder name length under 15 characters, don't name your folder the same as one already sent, ensure that you don't drop your folder into another folder already on the site as it may be overlooked, turn off firewalls.

MAC USERS - FTP

Use an application like NetFinder to upload your files to our FTP URL, or contact us for an applescript that will do it automatically.

SENDING FILES VIA QUICKCUT

QC Technical Support
02 9938 7599
QC Enquiries for VIC, SA, TAS clients
03 8530 7011
QC Enquiries for all other clients
02 9938 7500

TECHNICAL DATA

All type and important features must be included within the type area. "Type Area" must be centred within the "Bleed Size". Register and trim marks must appear on all pages. All film must have colour identification. A proof must be supplied with all pages. Please Note: no bleed for mono pages!

GENERAL CONDITIONS

• Advertising accepted for publication is subject only to the conditions set out on the rate sheet and regulations of bodies governing agency accreditation.

• Rates are given on the understanding that the current rate card (at the time of appearance) will apply.

• No guarantee will be given to any preferred position requested by the Advertiser or Advertising Agency, such omission shall not constitute a breach by the publisher of the advertising order.

• The maximum term of any advertising order accepted is 12 months.

• When an advertising order is cancelled, expired or suspended, rates are adjusted to the actual amount of space used whether more or less than the agreed scale.

• No responsibility will be accepted for any loss arising from the failure of an advertisement or any part thereof to appear or from any error from an advertisement in the publication.

• The publisher reserves the right to reject a previous advertisement or part thereof.

• When artwork is overdue the publisher reserves the right to repeat a previous advertisement or apply late copy charge.

• Used artwork is available for collection by advertisers, immediately after the issue in which their advertisement appears is published.

• No responsibility is accepted for advertising material left uncollected after three months.

• No responsibility is taken for late arrival of the magazine due to circumstances

beyond our control.

• Trader Classifieds will not accept responsibility for any changes made to artwork that is not supplied to the above specifications.

ACKNOWLEDGEMENT, WARRANTY AND INDEMNITY

The advertiser and/or advertising agency upon and by lodging material with the publisher for publication or authorising or approving of the publication of any material.

A. ACKNOWLEDGEMENTS

That is has examined the material for the purposes of determining whether it contains any defamatory matter or slander of the title, infringes any trademark, constitutes the torts of passing off or unfair competition or constitutes an invasion or privacy, breach of copyright or breach of any provision of the Trade Practices Act 1974.

B. INDEMNITIES

The publisher, its servants and agents against all liability, claims or proceedings whatsoever arising from the publication of the material and without limiting the generality of the foregoing, liability for defamation slander of title, infringement of trademark, passing off, unfair competition, invasion of privacy, breach of copyright or breach of any provision of the Trade Practices Act 1974.

C. WARRANTIES

That the material complies with all relevant laws and regulations, that its publication will not give rise to any rights or liabilities against the Publisher, its servants or agents, and that the Publisher may rely on the above acknowledgement that the material has been duly examined.

Unique Cars CONTACTS: **NSW/VIC/TAS - David Keens (03) 9567 4245 QLD - Motor Media (07) 3245 5049 SA/WA - Cumberland Media (08) 8221 5855**