

## 2022 Guidelines for *New Life* Advertisers

Dear Advertisers,

We are always grateful for those who place ads in *New Life*, and we thank you for your enquiry. Please email us at [Sondy@nlife.com.au](mailto:Sondy@nlife.com.au). if you have any query at all; we are here to help.

### Guidelines for Submissions

- *New Life* is published on the 1st and 15th of each month from 15th February to 15th December.
- Format for images submitted for ads should be either. PJG or .PNG
- Preferred minimum resolution is 300dpi
- Colour should be RGB unless otherwise requested. Keep colours bright, vibrant and strong (not pale) unless they are backgrounds.
- Please use simple standard fonts. Italics and bold are available. If we need to find a match, we will send you a draft of the altered advertisement that best fits or is the nearest rendition.
- Specific design requests are available; however, a complete redesign or new design may require a costing review.
- Advertising submissions close on the 26th of any month for editions published on the 1st of the following month and 11th for 15th-of-the-month editions.
- There will be a \$20 surcharge if ads include more than eight embedded links.

You may prefer our graphic design team to help you with your advertisement. We would be delighted to work through a plan with a story board and discuss your needs over the phone. If so, please send images separate from the text using a Dropbox container with an editable link. Please do not embed your images in your text. Thank you for helping us in this way.

### Newsletter Advertising Rates

**Christian Ministry or Charity receive a 15% discount for single issue (publication only) and 20% discount for annual contracts (10 editions).**

**GST:** All prices include GST

A. FULL A4 Page: \$375 - Vertical Rectangle = 19.7 cm W x 26.1 cm H

B. HALF A4 page: \$220 - Horizontal Banner = 19.7 cm W x 13.5 cm H

C. 1/3 A4 page: \$165 - Horizontal Banner = 19.7 cm W x 8.7 cm H

D. 1/4 A4 page: \$105 - Horizontal Banner = 19.7 cm W x 6.2 cm H

J. 1/4 A4 page: \$105 - Vertical BOX RECTANGLE = 9.9 cm W x 13 cm H (E)

I. 1/4 A4 page: \$105 - Horizontal BOX RECTANGLE = 13.5 cm W x 9.9 cm H

- E. 1/5 A4 page: \$55 - Horizontal Banner = 19.7 cm W x 3.5 cm H (J)
- K. 1/5 A4 page: \$55 - Vertical BOX RECTANGLE = 9.9 cm W x 6.5 cm H
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- F. 1/6 A4 page: \$35 - Horizontal Banner = 19.7 cm W x 2.2 cm H
- H. 1/6 A4 page: \$30 - SMALL Vertical BOX Banner = 4.8 cm W x 6.5 cm H
- G. 1/6 A4 page: \$25 - SMALL Horizontal Banner = 9.9 cm W x 2.2 cm H

## Website Advertising Rates

Visual and Multi-Media Rates and Packages will be negotiated through our Public Relations Manager.

**Existing *New Life* Customers from Feb 2021 are eligible for a 50% discount on website advertising.**

	<b>3. Small</b>	<b>2. Medium</b>	<b>1. Large</b>
Fortnightly Package	\$15	\$20	\$25
Monthly Package	\$20	\$27	\$35
Quarterly Package	\$45	\$60	\$75
Annual Package	\$70	\$95	\$125

Note\*

\* Rates include a basic analytic report at conclusion of your contract period.

\* Sizes are displayed on Template PDF provided.

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