

F&B's Plate Alloy Boats of Australia Book 5

National
 Bi-Annual
 \$19.95 rr
Booking Deadline July 10th 2009
Material Deadline July 17th 2009
On Sale: September 4 2009
 Full colour
 Perfect bound ("Square back")
 275 H x 205 W
276(+) pages
 Established 2001
 PC 10,000-11,000 paid
 8-9,000 newsagents sales
 1-2,000 direct/book shops/internet

This is the only publication of its kind in Australia. There is no more accurate way of targetting the lucrative plate alloy sector of the Australian recreational and commercial boating industry. With more than 1,500 plate alloy boats now being built each year in Australia, from 5.5 m - 30.0 m, this is a crucial market for ● Engine suppliers ● Paint & finishing suppliers ● Electronics manufacturers ● Welding and metal work tool suppliers ● Government regulators ● Fitting-out equipment suppliers ● Gen sets ● Desalinators ● Tank builders ● Window manufacturers, etc. Now considered the "bible" of the plate alloy world, PAB's fifth edition will be published in **September 2009**.

For further information about the background, content and the direction of this vital **5th Edition**, visit our web site **www.seamedia.com.au** or email us on **admin@seamedia.com.au**



SEA Media Pty Ltd

F&B's Plate Alloy Boats Of Australia – Book 5

Size	Invoice Rate	Incl GST		Amount To Pay After 10% Settlement Discount
1/8th Page	\$373	\$410.30	=	\$369.27
1/6th Page	487	535.70	=	482.13
1/4 Page	716	787.60	=	708.84
1/3rd Page	933	1026.30	=	923.67
1/2 Page	1366	1502.60	=	1352.34
1/4 Page "Floating"	857	942.70	=	848.43
1/3rd Page "Floating"	1119	1230.90	=	1107.81
Junior Page "Floating"	1640	1804.00	=	1623.60
Full Page	2605	2865.50	=	2578.95
Double Page Spread	4818	5299.80	=	4769.82



Trimmed Page Size 275 mm h x 205 mm w. ("American quarto") 15 mm edge gutters, 13mm top and 14 mm bottom gutter. 4 mm bleeds. 150-175 lpi screen ruling. Net copy area 248 mm x 175 mm

2009-2010 Plate Alloy Boats Of Australia #5 Rate Card. Bookings Close July 10th

Ad rates shown are eligible for a prompt payment discount!

Special Placements, Upfronts, Covers, Inserts, Onserts (etc):

These days, (almost) anything is possible. Talk to Publisher Ruth Cunningham for specifics.

Production Macintosh Quark Express 7.2 with Adobe **PDF protocols** for CTP

Ad Supply **PDF or EPS format only.** **Ad Transport** CD, DVD or (HR) Email.

Deadline for PAB-5 Bookings July 10th, 2009

Material: July 17th (but early bookings lock-in the best placements!)

Ad Agency Commission Standard industry rates & practice

***All rates shown include GST*



SEA Media Pty Ltd ABN # 61 057 581 325

PO Box 98, Paradise Point QLD 4216 Phone (07) 5577 5700 Fax (07) 5577 5948

Email admin@seamedia.com.au Web Site for all Ad Agency info www.seamedia.com.au