

LIBRARY

Department of Biodiversity,
Conservation and Attractions

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LANDSCOPE

ADVERTISING

GENERAL CONDITIONS

1. No liability will be accepted for oral instructions, alterations or cancellations. No cancellations accepted after deadline.
2. Matter and style of any advertisement are subject to the approval of the Department of Conservation and Land Management which at absolute discretion, may refuse to publish or re-publish any advertisement.
3. No liability will be accepted for any loss occasioned by the failure of any advertisement or any part thereof to appear in any specified issue, or from any error in an advertisement.
4. Positions are entirely at the discretion of the publisher, except when otherwise arranged.
5. The publishers reserve the right to suspend, refuse or withdraw any advertisement or order at their own discretion without notice at any time, and the advertiser upon submitting material agrees and is deemed to have agreed that no liability for claims, damages or compensation in respect thereof will be held against the publishers.
6. No responsibility is accepted by the publishers for supplied artwork, film or other reproduction material.

TRADE PRACTICES

The Federal Trade Practices Act and the W.A. Trade Descriptions and False Advertisements Act prohibit false or misleading advertisements. In addition, Part V of the Trade Practices Act contains a number of specific prohibitions affecting advertisements. Advertisers should refer to the Consumer Protection

Advertising Guidelines (Information Circular No.10) published by the Trade Practices Commission. Legal advice should be sought in case of doubt.

INDEMNITY

If any material, statement, information or matter contained in any advertisement submitted is in breach (whether directly by inference or otherwise) of any Statute Regulation or other law whatsoever and a Member Newspaper or Member Publisher suffers any penalty by reason of or arising from the publication of such advertisement, the Accredited Agent and the Advertising Principal shall indemnify (jointly as well as severally) the Member Newspaper or Member Publisher against the amount of any such penalty and shall pay the amount thereof and acceptance and publication of the advertisement by the Member Newspaper or Member Publisher shall be deemed to be the consideration for the granting of such indemnity and such indemnity shall operate by virtue of the provisions of the Rule without the necessity for the execution of any other document by the Accredited Agent or Advertising Principal



CALM PUBLICATIONS
Department of Conservation
and Land Management

LANDSCOPE

is a top quality, full-colour magazine focusing on Western Australia's national parks, wildlife and forests.

Published quarterly, it is noted for its first-rate production and superb photography. Naturalists, four-wheel-drive clubs, photographers, tour operators, bushwalkers, tourists and campers are all enthusiastic readers.

LANDSCOPE is often used by parents wishing to foster environmental awareness in their children. Many people take out gift subscriptions for friends or relatives interstate or overseas.

CIRCULATION AND DISTRIBUTION

LANDSCOPE is sold by subscription and through Newsagents. All 15 000 copies printed each edition are distributed.

ADVERTISEMENT RATES

Four colour process

	Casual	x2	x4
Full page	\$1,500	\$1,350	\$1,200
Half page	\$825	\$745	\$660
Quarter page	\$450	\$405	\$360

Cover Prices

	Casual	x2	x4
Inside front	\$2,000	\$1,800	\$1,600
Inside back	\$1,700	\$1,530	\$1,360
Outside back	\$2,000	\$1,800	\$1,600

Preferred positions

Preferred position plus 10%

PRINTING PROCESS

Lithographic sheet feed

SCREEN

200 line screen

PAPER

135 gsm A1 gloss paper

MATERIALS

Separated negatives for process colour.

Otherwise extra charges may apply.

ADVERTISEMENT SIZES

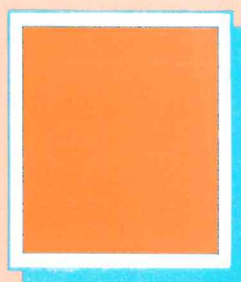
Full page 180mm x 263mm

Half page vertical 84mm x 263mm

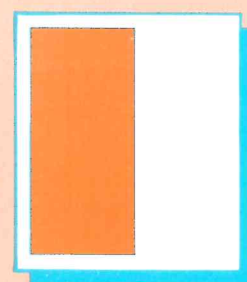
Half page horizontal 180mm x 125mm

Quarter page 84mm x 125mm

Trimmed magazine size 210mm x 297mm



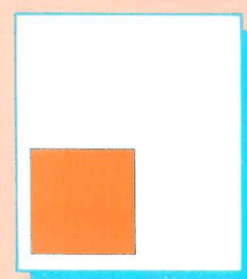
Full page



Half page vertical



Half page horizontal



Quarter page



Trimmed magazine size

PRODUCTION CHARGES

Advertisements produced from copy and material supplied by the advertiser or agent will be charged at the printer's current rates for typesetting, make-up, etc.

FOR ALL BOOKINGS PHONE:

09 367 0326 or 09 367 0319