



# SURFACE COATINGS AUSTRALIA

JOURNAL OF THE  
SURFACE COATINGS  
ASSOCIATION AUSTRALIA

## display advertising rates – 2010

Size	4 Colour				Mono			
	Casual	x 3	x 6	x 11	Casual	x 3	x 6	x 11
Full page	\$1,320	\$1,260	\$1,195	\$1,125	\$790	\$760	\$720	\$680
Half page	\$790	\$750	\$710	\$670	\$470	\$450	\$430	\$400
Third page	\$630	\$600	\$570	\$530	\$380	\$360	\$340	\$320
Quarter page	\$460	\$440	\$420	\$390	\$280	\$270	\$250	\$230

Premium Positions: IFC, ERHP, OBC – plus 10%  
 Smaller Advertisements: \$18 per column cm (Mono)  
 Industry Directory Ads: x 6 – \$15 per column cm  
 x 11 – \$12 per column cm

Inserts: 1 page (1 x A4 sheet S/S) \$550  
 2 page (1 x A4 sheet D/S) \$550  
 4 page (1 x A3 sheet D/S) \$750

**Special discounted rates available (on application)  
 for employment advertising inserts**

All rates plus 10% GST (within Australia)

Advertising or Media Agency Commission: 10%

## advertising deadlines – 2010

Issue	Advertising Bookings	Advertising Material
Jan/Feb	January 19th	January 29th
March	February 10th	February 22nd
April	March 10th	March 22nd
May	April 12th	April 20th
June	May 10th	May 20th
July	June 10th	June 21st
August	July 12th	July 20th
September	August 10th	August 20th
October	September 10th	September 20th
November	October 11th	October 20th
December	November 10th	November 22nd

**All enquiries, advertising communications and material should be directed to:**

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