

MEDIA INFORMATION 2014-2015

The Finance Professional E-Mag is a bi-monthly magazine dedicated to serving the needs and interests of finance brokers. The key focus of The Finance Professional E-Mag's editorial is to delve beyond the headlines and provide analysis of the issues that matter. With distribution of over 30,000 brokers/finance professionals, FBAA is your comprehensive marketing solution to reaching finance professionals nationwide.

E-Mag RATE CARD

The **Finance** Professional E-Mag

FEATURES, REGULARS, REPORTS, ARTICLES, TAX NEWS, FINANCIAL PLANNING, PROPERTY NEWS
EDUCATION AND TRAINING, MARKET TRENDS, SPORTS & EVENTS

Rates & Features

The Finance Professional E-Mag is the bi-monthly publication of the Finance Brokers Association of Australia (FBAA) and provides advertisers from both within and outside the industry with a unique forum to promote their business or product and to speak directly to the dynamic finance broking industry as well as those banking professionals. The magazine includes regular features on legislation and regulation; legal opinions on matters affecting finance broking; facts and figures on the market in general; industry-related, general-interest pieces; and educational articles aimed at assisting finance brokers. It is well targeted to industry executives who have buying power to invest in your product or service, making it extremely cost-effective.

The e-Magazine is distributed to over 30,000 brokers/finance professionals and readership hits estimated to be over 100,000 in first month of every issue.

ADVERTISING RATES 2014-15

Size	FBAA MEMBER rate per issue (Not including GST)		NON- MEMBER rate per issue (Not including GST)	
	6 x (Per issue)	1 x Issue	6 x (Per issue)	1x Issue
Double page spread	\$1200	\$1500	\$1500	\$2000
Full page	\$600	\$700	\$700	\$900
Half page	\$350	\$400	\$400	\$500
Third page	\$250	\$300	\$300	\$400
Quarter page	\$200	\$250	\$250	\$300
Inside front cover	\$700	\$800	\$900	\$1000
Back cover	\$700	\$800	\$800	\$900

GST – The quoted rates do not include GST or advertising agency fees.

ADDITIONAL FEATURES & CHARGES

- Videos from \$500



PREFERRED POSITIONS LOADINGS

A 20% loading will apply for all specific positions requests such as early right hand pages, double page spreads, and consecutive pages.

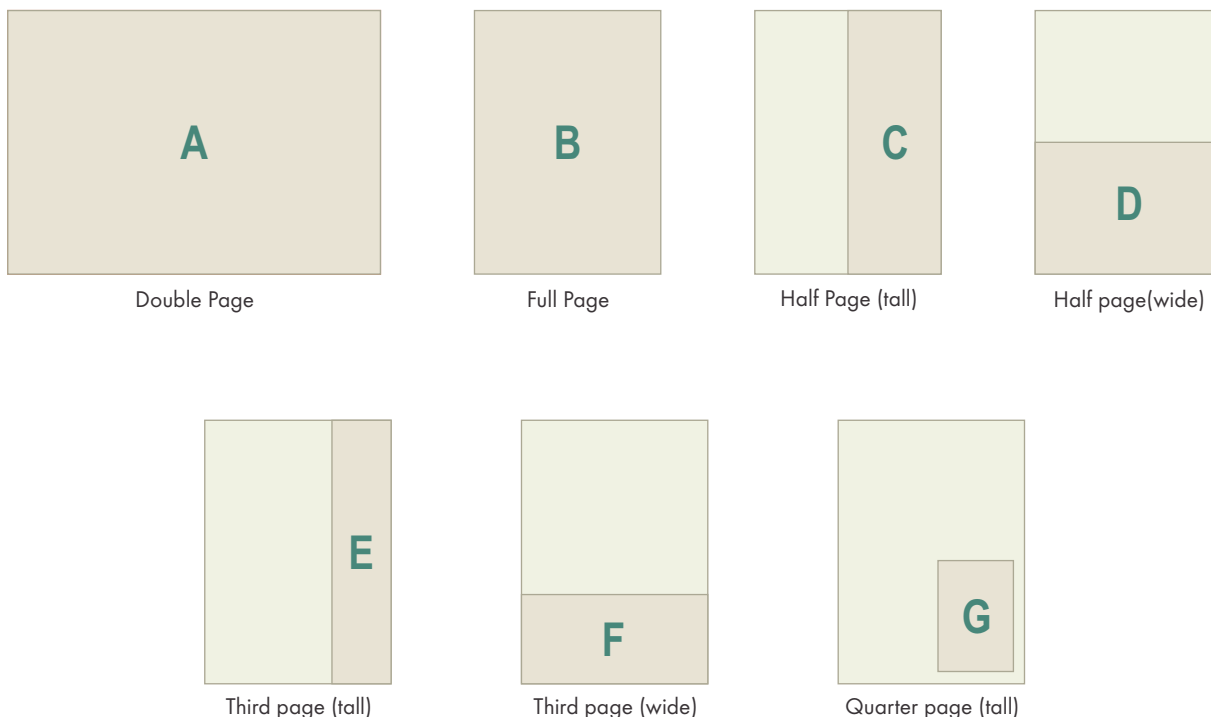
ISSUE	BOOKING DEADLINE	ARTWORK DEADLINE	ISSUE DATE
January - February 2014	15th January 2014	20th January 2014	25th January 2014
March - April 2014	15th March 2014	20th March 2014	25th March 2014
May - June 2014	15th May 2014	20th May 2014	25th May 2014
July - August 2014	15th July 2014	20th July 2014	25th July 2014
September - October 2014	15th September 2014	20th September 2014	25th September 2014
November - December 2014	15th November 2014	20th November 2014	25th November 2014
January - February 2015	15th January 2015	20th January 2015	25th January 2015
March - April 2015	15th March 2015	20th March 2015	25th March 2015
May - June 2015	15th May 2015	20th May 2015	25th May 2015

ARTWORK SIZES – Note: All measurements are height x width

AD SIZE	TRIM SIZE	TYPE AREA	BLEED SIZE
Double page	297 x 420 mm	261 x 390 mm	303 x 426 mm
Full page	297 x 210 mm	261 x 175 mm	303 x 216 mm
Half page(tall)	143 x 210 mm	261 x 85 mm	105 x 297 mm
Half page(wide)	143 x 210 mm	130 x 175 mm	146 x 216 mm
Third page (wide)	130 x 115 mm	130 x 115 mm	n/a
Third page (tall)	240 x 55 mm	261 x 55 mm	n/a
Quarter page (tall)	125 x 85 mm	125 x 85 mm	n/a

The Finance Professional E-Mag can design your advertisement to your specifications at very competitive rates. Please contact our design department at editor@thefinanceprofessional.com.au to discuss the production of your advertisement.

Specifications & Loading



HOW TO SUBMIT YOUR ADVERTISEMENTS

Please note: Failure to submit your advertisements in the appropriate format may result in additional charges to your advertising campaign.

All finished artwork must be supplied by email - editor@thefinanceprofessional.com.au

Please Note: For quality control of your advertisement we highly recommend you send a quality full colour copy proof to the address above. Without a colour proof of your advertisement we cannot be held responsible for colour correctness.

Please note: Material supplied by the advertiser or their agent will only be returned if specifically requested.

FORMATS REQUIRED

Created in Adobe Illustrator, Corel or Macromedia Freehand - files must be submitted in Encapsulated PostScript (EPS) format with all embedded images or scan files used, within the EPS file. Fonts must be outlined i.e. converted to line art. Please submit Illustrator and FreeHand files in EPS format only. We do not accept native files.

Created in any page layout program capable of creating a high-resolution Portable Document Format (PDF) file. The PDF file MUST be saved in high-resolution detail (see below).

Created in any other imaging program and submitted as high-resolution TIFF or JPEG file. Please avoid sending RGB image files for printing purposes, as these will have to be converted to CMYK.

Impact Advertising

We recommend that all type fonts in EPS files be converted to outlines, otherwise client MUST supply all screen and printer FONT files used in their file. This can often represent a copyright breach so please consult your designers before sending the fonts!

TO AVOID ADDITIONAL CHARGES PLEASE NOTE THE FOLLOWING ITEMS:

- Document dimensions should be the same size as the final trim.
- All files, graphics, images, type, etc. must be CMYK - no RGB, Lab or spot colours.
- Image resolution should be no less than 300dpi at final (100%) size. Line art minimum 1200 dpi.
- All type and important features should be included within the type (live art) area.
- Advertisements requiring any changes will incur additional charges.
- Bleed requirement - add 3mm.

ONLINE ADVERTISING

www.thefinanceprofessional.com.au

The essential online news source for Finance brokers and industry professionals



	Rates per bi-monthly	1x	3x	6x	12x
1	Top Banner (w) 728 x (h) 90 pixels, max file size 29kb	\$500	\$450	\$400	\$350
2	Medium rectangle (w) 300 x (h) 250 pixels, max file size 29kb	\$450	\$400	\$350	\$300
3	Half Banner (w) 300 x (h) 100 pixels, max file size 29kb	\$300	\$250	\$200	\$150

All rates exclude GST

FBAA Broker's Newsletter

bi-monthly e-newsletter

- ☑ Delivered direct to all members nationally bi-monthly.
- ☑ Tailored and timely advertising every Issue.
- ☑ Cost effective online exposure and measurable results.



Note: All measurements are height x width

Advertising rates

- A** banner \$850 per e-newsletter
- B** tower \$800 per e-newsletter
- C** banner \$750 per e-newsletter
- D** banner \$700 per e-newsletter

Artwork specifications

- A** 90 x 170 mm
- B** 60 x 90 mm
- C** 240 x 65 mm
- D** 30 x 145 mm

File types: EPS or JPEG only
Max file size: 29kb

All rates exclude GST



Terms and Conditions

FEES

A 10% discount for 12 months (six issues) will apply if booking is paid in advance. Cancellations must be received by the advertising manager in writing by email, fax or letter 14 days prior to the artwork deadline. Cancellations after this date will not be accepted and the full amount must be paid for the advertisement. Unless a legal problem exists with the advertisement (such advice to be provided in writing at time of cancellation), the publisher reserves the right to run the advertisement should no alternative content be found to fill the space booked. Repeated cancellations by an individual advertiser will in future result in full payment being required upon booking advertising space. Rates are subject to change at one month's notice.

PAYMENT TERMS

New advertisers must complete a credit application form. Until full advertising credit is established, the advertiser will be required to pay in advance by cheque or direct deposit. Payment for all other advertisements is required within 30 days of publication. Agency commission of 10% is available.

ADVERTISING CONDITIONS

Advertising accepted for publication is subject to the conditions set out in this order form. No responsibility is accepted for any loss arising from the failure of an advertisement or any part thereof to appear in any edition of The Finance Professional e-Mag, or from any error in an advertisement contained in the publication. The publisher reserves the right to omit or reject from publication any advertisement or part thereof. When artwork is overdue the publisher reserves the right to apply late copy charges or to repeat a previous advertisement.

While the publisher will make all reasonable efforts to comply with any request by the advertiser or advertising agency for placement of any advertisement in any preferred position, no guarantee is given for such placement and such omission shall not constitute a breach by the publisher of the advertising order.

WARRANTY & INDEMNITY

By lodging material with the publisher for publication or authorising or approving of the publication of any material the advertiser and/or advertising agency acknowledges that it had examined the material for the purpose of determining whether it contains any defamatory matter or slander of title, infringed any trademark, or constitutes an invasion of privacy, breach of copyright or breach of any provision of the Trade Practices Act, the Copyright Act of 1968 or the Fair Trading Act 1987, or the Consumer Credit Code 1996, defamation, consumer protection and sale of goods legislation of the States and Territories or infringes the rights of any person.

All advertising must comply with the Consumer Credit Code Act of 1996 and the Advertiser or its Agent indemnifies the publisher, its directors and servants against all liability, claims, demands, costs or proceedings whatsoever arising directly or indirectly from the publication; warrants that the publication of the material will not give rise to any rights or liabilities against the publisher, its directors and servants or agents, and the publisher may rely on the above acknowledgment that the material has been duly examined.

Advertising Contact



Finance Brokers Association
of Australia

Peter White
Director - FBA
Editor (The Finance Professional E-Magazine)
Mobile: 0412 109 288
Email: editor@thefinanceprofessional.com.au

Advertising Enquiries
Email: info@thefinanceprofessional.com.au