

Melon NEWS

Advertising Rate Card 2018



Melon NEWS is a leading quarterly industry publication backed by the Australian Melon Association. It is mailed directly to 220 melon growers as well as horticultural service providers and decision makers.

Melon NEWS is well positioned as the country's most respected melon publication, representing the interests of large melon producers, general growers and crop specialists.

INDUSTRY SNAPSHOT

The Australian Melon Industry is striving to “**Work together to ensure melon businesses are profitable and sustainable**”.

The industry consists of about 300 growers who produce approximately 217,000 tonnes on 8,500 hectares. Watermelon, rockmelon and honeydew melons are the main fruit types and are grown in most areas of Australia. Markets predominantly consist of the capital cities' wholesale fresh markets, with a significant proportion of fruit directly marketed to retailers through supply chains.

The export industry primarily consists of rockmelons which are shipped to Singapore, Hong Kong, New Zealand, the United Arab Emirates and Malaysia.

The **Australian Melon Association's** target is to double consumption of melons over the next 5 years, at remunerative prices for industry.

The industry's priorities are:

PRODUCT - to increase Australian consumption of melons.

OPERATIONS - to increase the efficiency and effectiveness of the production and marketing systems.

INDUSTRY - to work together on industry priorities that will deliver benefits for all.



Advertising Rates 2018

	Rate incl GST	Advertising Specifications Trim (height x width mm)
Full Page	\$990	250mm x 160mm
Half Page	\$550	125mm x 160mm (landscape)
Quarter Page	\$330	125mm x 80mm or 62.5mm x 160mm
Business Card	\$120	55mm x 90mm
Insert flyer (Aust. wide)	\$660	

Copy Deadlines

NB: Booking deadline two weeks prior

Edition	Deadline
Number one 2018	2/03/2018
Number two 2018	18/05/2018
Number three 2018	10/08/2018
Number four 2018	16/11/2018

Editorial, Advertising & Publishing

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ARTWORK TECHNICAL REQUIREMENTS

Dimensions: All artwork must be supplied at final correct size (see left, Advertising Rate & Specification Chart).

File format: All final art must be supplied in full CMYK colour format, as a 'Press Quality' pdf (ie 300dpi image resolution), with crop marks where appropriate (essential for full page ads).

NO RAW FORMAT FILES PRODUCED IN OTHER SOFTWARE WILL BE ACCEPTED.

Images: Embedded images must be minimum 225dpi at the actual size used in final artwork.

Fonts: Must be embedded.

Delivery: Final pdfs are to be emailed to Project Officer, Australian Melon Association, admin@melonsaustralia.org.au by the deadline date by the Material Deadline date.

Artwork Design: Advertisers requiring artwork to be prepared by Melon News will be quoted at \$66 per hr (plus GST). All artwork will comprise an initial draft (prepared by client-supplied material) and only one round of client corrections. Additional client changes required beyond one round will be costed at an additional \$66/hr (plus GST).



www.melonsaustralia.org.au

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