



MELONS
A U S T R A L I A

Advertising Rates

Working together to build a successful future
for the Australian Melon Industry

WWW.MELONSAUSTRALIA.ORG.AU

The Australian Melon Association Inc., trading as Melons Australia, has been the peak body representing the Australia melon growers and broader industry since 1996. Funding for Melons Australia comes from grower and industry membership, direct project acquisition and through support from our Sponsor relationships.

Our biannual Melon News publication is distributed to over 400 melon industry contacts (including growers) across the country and is also published on the Melons Australia website and promoted to approximately 5,000 people via social media channels. *Your support is greatly appreciated and continues to enable Melons Australia to represent the Australian melon industry across the supply chain.*

Melon News (Biannual Publication)

	PARTNER	NON-PARTNER	<p>All prices are per Edition.</p> <p>Price includes GST. These rates are set by Melons Australia to support the production of the Melons News publication.</p> <p>All insertions must be paid for at the time of booking, to ensure all bookings are secured. <i>These rates do not include artwork.</i></p> <p>Artwork can be provided for an additional cost. Insert cost does not include production costs.</p> <p>A separate quote for print production can be provided on request.</p>
Inside Cover (Full Page)	\$1,800	\$1,910	
Back Cover (Full Page)	\$2,500	\$2,650	
Full Page	\$1,200	\$1,300	
Half Page (Horizontal or Vertical)	\$810	\$850	
Third Page (Horizontal)	\$570	\$650	
Inserts	\$450	\$700	

Artwork Specifications

ADVERTISEMENT	SIZE (mm)	
Full Page	210 W x 297 H	
Half Page (Vertical)	105 W x 297 H	
Half Page (Horizontal)	210 W x 148.5 H	
Third Page (Horizontal)	210 W x 99 H	

- All artwork to be supplied in InDesign/Illustrator/ print ready PDF formats in full colour CMYK
- All fonts must be outlined or supplied separately
- All images to be supplied separately or embedded and must be minimum of 300dpi
- Artwork must be a minimum of 300dpi**
- Convert all spot colours to CMYK before supplying artwork
- Include minimum 5mm bleed on all artwork, please do not any add trim or bleed marks**
- Artwork can be created or amended for a small fee
- Supply all artwork to execofficer@melonsaustralia.org.au via email or use wetransfer.com for files larger than 4MB
- Inserts maximum size is A4. Quantity & delivery address will be confirmed once booking has been completed. Print production cost can be supplied on request.

Melon E-News (Monthly electronic newsletter)

Melons Australia's monthly Melon E-news presents short pieces of timely information to the broader Australian melon industry with appropriate links to more information on websites. The Melon E-News currently has a distribution in excess of 1,100.

	PARTNER	NON-PARTNER	SIZE (pixels)
Premium Banner	\$350/month*	\$400/month*	1000 W 750px H px – with URL of link
Secondary Banner	\$300/month*	\$370/month*	1000 W 400 H px – with URL of link

* All prices are per Edition.

Please Note: All materials – advertising, articles and social media content – are subject to approval by Melons Australia. Melons Australia will not support content that is not true, is misleading or is political in nature.

TO MAKE A BOOKING, COMPLETE THE FORM OVERLEAF & RETURN TO:

Johnathon Davey | Executive Officer | execofficer@melonsaustralia.org.au | 0407 032 023



Advertising Booking Form



PLEASE COMPLETE THIS FORM & EMAIL IT TO: execofficer@melonsaustralia.org.au

Advertisement Size	Number of Editions
<input type="checkbox"/> FULL PAGE – INSIDE COVER	
<input type="checkbox"/> FULL PAGE – BACK COVER	
<input type="checkbox"/> FULL PAGE	
<input type="checkbox"/> HALF PAGE – HORIZONTAL	
<input type="checkbox"/> HALF PAGE – VERTICAL	
<input type="checkbox"/> THIRD PAGE – HORIZONTAL	
<input type="checkbox"/> INSERTS	
<input type="checkbox"/> PREMIUM WEB BANNER	
<input type="checkbox"/> SECONDARY WEB BANNER	

TERMS: ALL INVOICES FOR ADVERTISING MUST BE PAID PRIOR TO PUBLICATION

Company Details

Company: _____

Contact Name: _____

Postal Address: _____

Suburb: _____ State _____ Postcode: _____

Email: _____

Phone: _____

Notes
