

AUSTRALIAN

Citrus News

2020 Advertising

Australian Citrus News (ACN) is the voice of Australia's peak grower body, Citrus Australia Limited, and its official magazine.

ACN provides focused, up-to-date information on trends, and market developments affecting Australia's citrus industry both nationally and on an export front. Editorial content is delivered in an easy-to-read style and includes technical information, market trends export and domestic, production developments, key industry issues, research and development, profiles and on-farm reports.

ACN is a quarterly publication with a total readership estimated at 5,000 per issue. Select articles are also published online.

With 1,650 copies distributed nationally four times a year, ACN is direct mailed to all commercial citrus growers. It is also distributed across the industry to: consultants, state agriculture departments, private consultants, agronomists, research institutes, economists and media, where it is considered a vital resource reference on the citrus industry.

ACN deadlines and distribution dates*

2019 Edition	Booking Deadline	Material Deadline	Release Date
Autumn	March 4	March 11	April 15
Winter	May 6	May 13	June 17
Spring	July 29	August 5	September 2
Summer	November 11	November 18	December 16

* Release dates are indicative only, and are subject to change without notice should late-breaking editorial or other content issues arise.

- ❖ 4 Editions
- ❖ 1,650 copies
- ❖ ~5,000 Readers
- ❖ Target Distribution



Citrus eNews



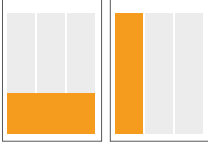


Citrus eNews is distributed fortnightly via email to a select subscriber base of nearly 700 growers and others within the industry.

It contains news and events updates as well as seasonal stories that can be delivered in a timely fashion. Citrus eNews also reflects the content in the magazine.

- ❖ 24 Editions
- ❖ 800 copies
- ❖ Target Distribution



2020 Advertising Rates and Format

Advert Size	Dimensions	Casual (\$)	3 Issues (\$)	4+ Issues (\$)	
Australian Citrus News		Full page Trim: 210mm (w) x 297mm (h) Full Bleed Area: 216mm (w) x 303mm (h)	1,700	1,650	1,610
		Half page Horizontal: Trim: 190mm (w) x 120mm (h)	1,100	1,000	980
		Third page Horizontal: Trim: 190mm (w) x 80mm (h) Vertical: Trim: 59mm (w) x 248mm (h)	700	680	630
		Quarter page Horizontal: Trim: 190mm (w) x 60mm (h)	550	520	515
		Trade directory classifieds 1 unit: 59mm (w) x 80mm (h) 2 units: 125mm (w) x 80mm (h)	150 270	140 250	130 240
	Inserts and advertorial Details supplied on request				
Australian Citrus eNews	Banner Trim: 600 pixels (w) x 150 pixels (h)	400	Please contact Citrus Australia		
Website	Please contact Citrus Australia to discuss options.				

For all advertising queries/bookings, please contact **Stephen Cooke, Citrus Australia, on 0427 124 437, or email stephen.cooke@citrusaustralia.com.au**

Artwork Technical Requirements

Australian Citrus News

All final art must be supplied in full CMYK colour format, as a 'Press Quality' PDF (i.e. 300dpi image resolution at the actual size used in the final artwork) with crop marks where appropriate (essential for full page ads). Fonts must be embedded.

Raw format files produced in other software will not be accepted. Final artwork is to be sent by the deadline to: clare@freshrepublic.com.au

Citrus eNews

Final artwork files for eNews and the website must be supplied as either a jpg or gif file format.

Final artwork is to be sent by the deadline to: stephen.cooke@citrusaustralia.com.au

Note: The Publisher accepts no responsibility for the correct reproduction of supplied advertising material that fails to meet the requirements stated above.

Artwork Design

Advertisers requiring artwork to be prepared by ACN will be charged at \$130 per hour (plus GST). All artwork will comprise of an initial draft (prepared from client-supplied material) and one round of client corrections. Client changes required beyond one round will be costed in addition. Quotes can be supplied before work commences.