



tqn

THE QUEENSLAND NURSE

2012 RATES & DATES

Reaching over 45,000
nurses and midwives
throughout Queensland
(as at 1 December 2011)

tqn is an official publication of the
Queensland Nurses' Union of Employees

GPO Box 1289, Brisbane 4001

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Advertising enquiries:
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www.qnu.org.au

THE UNION FOR



NURSES AND
MIDWIVES

tqn advertising specifications

Distribution

tqn is produced bi-monthly and mailed to over 45,000 QNU members (as at 01.12.11) throughout Queensland, as well as to various libraries/institutions throughout Australia and overseas.

Membership profile

Over 90% of the Union's membership is female. The majority are located in south-east Queensland (including the Sunshine Coast, Gold Coast, Ipswich, and Toowoomba). Registered nurses make up a significant proportion of the membership.

Mechanical details

The cover of *tqn* is printed on 150gsm A2 gloss, and text 80gsm A2 gloss. The printing process used for cover and text

is sheet-fed offset, and the journal is saddle stitched. Facing pages must be of separate artwork unless the centre spread has been confirmed. Artwork should be supplied as a high resolution PDF with min 3mm bleed. Trim size is 275mm x 210mm + 3mm bleed.

Inserts

Insert should be larger than A5 and smaller than 260mm x 195mm. Inserts outside of these measurements and/or with multiple pages will require a special quote. Samples of inserts should be sent to the QNU Communications section when booking is made.

Material supplied

Press ready, high resolution PDF files (300 dpi, CMYK - no spot colours) should be supplied. **Please note:** PDFs

generated from within Microsoft Office packages such as Word, Excel, Publisher or Powerpoint are not acceptable.

Production charges

If print-ready artwork is not supplied, a production fee for "text-only" ads of \$80.00 will apply. A quote will be given for ads requiring layout/illustration.

Contract rates & discounts

Discounts are available for bookings of three or six consecutive issues.

Cancellations

The order value must be paid in full if cancellation of an advertisement occurs after the booking deadline and before the publication date.

<i>tqn</i> booking deadlines and publication dates	Booking deadline	Copy deadline	Publication date
Vol. 31 #1 (February)	9 January	16 January	16 February
Vol. 31 #2 (April)	2 March	9 March	5 April
Vol. 31 #3 (June)	2 May	9 May	4 June
Vol. 31 #4 (August)	18 July	25 July	20 August
Vol. 31 #5 (October)	24 September	1 October	25 October
Vol. 31 #6 (December)	12 November	19 November	17 December

Terms and conditions

- » Advertising is accepted for publication in *tqn* subject to the terms and conditions set out in this rate card.
- » All cancellations must be received in writing. The listed price is charged if cover bookings are cancelled with less than one month's notice or other bookings are cancelled after the booking date.
- » All advertisements including inserts are subject to acceptance of the publisher. The publisher reserves the right to refuse to publish or republish any advertisement, without explanation for such action.
- » The word 'advertisement' will be placed on advertising which, in the publisher's opinion, resembles the journal's editorial style or could be mistaken by readers for editorial matter.
- » The publisher shall not be liable in any manner for any loss or damage whatsoever to any negatives, artwork, disk or other materials the property of the advertiser which may be deposited with the publisher for the purpose of fulfilling the order, and such materials shall, at all times, and in respect of all things, remain at the risk of the advertiser.
- » All orders are subject to rate adjustments that occur during the period of the order.
- » It is the responsibility of the advertiser or advertising agent to notify the publisher immediately of any error as soon as it appears otherwise the publisher accepts no responsibility for republishing such advertisements.
- » When material is overdue the publisher reserves the right to repeat previous material.
- » The advertiser hereby indemnifies and agrees to hold indemnified the publisher, its servants and agents each of them against all liability, claims or proceedings whatsoever which may arise from the publication of any material pursuant to the order, and in particular but without limiting the generality of the foregoing, indemnify and hold indemnified each and all of them against any action for defamation, discrimination, slander of title, breach of copyright or infringement of any trade mark, name or description, invasion of privacy or for any action under or for any breach of any provision of any State or Territory for fair training legislation or the *Trade Practices Act 1974*.

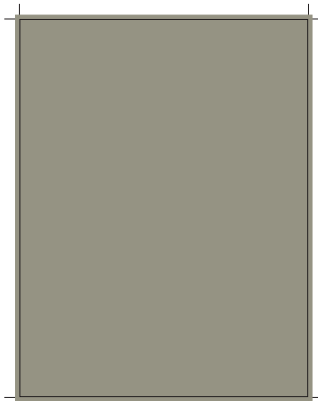


To confirm your booking, an advertising order (see back page) must be completed and returned by mail, email or fax.

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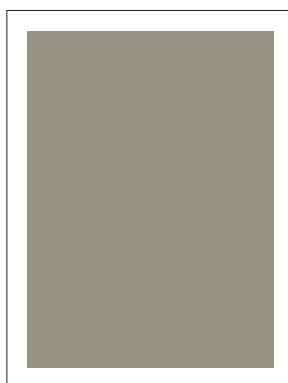
tqn advertising specifications

Advertisement dimensions



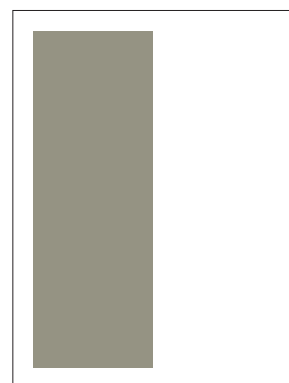
FULL PAGE

Trim size H 275mm x W 210mm
With bleed H 281mm x W 216mm



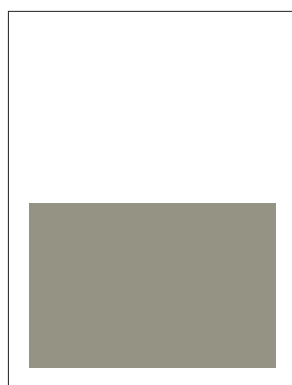
FULL PAGE

Size H 245mm x W 180mm



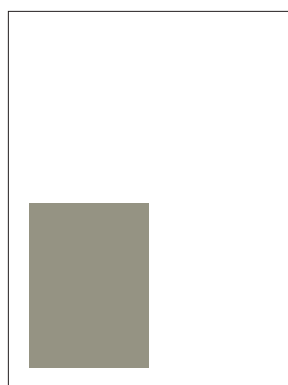
HALF PAGE VERTICAL

Size H 245mm x W 87.5mm



HALF PAGE HORIZONTAL

Size H 120mm x W 180mm



QUARTER PAGE VERTICAL

Size H 120mm x W 87.5mm



EIGHTH PAGE HORIZONTAL

Size H 57.5mm x W 87.5mm

2011 advertising rates		ONE BOOKING			THREE BOOKINGS			SIX BOOKINGS		
	Image size	Mono	Spot	Colour	Mono	Spot	Colour	Mono	Spot	Colour
	1/8 page (57.5mm x 87.5mm)	\$288	\$335	\$599	\$276	\$319	\$571	\$260	\$300	\$552
	1/4 page (120mm x 87.5mm)	\$652	\$751	\$1015	\$619	\$711	\$963	\$586	\$673	\$916
	1/2 page (245mm x 87.5mm or 120mm x 180mm)	\$1158	\$1328	\$1594	\$1098	\$1261	\$1513	\$1039	\$1197	\$1434
	Full page (See advertising dimensions above for size)	\$2021	\$2322	\$2588	\$1920	\$2207	\$2458	\$1822	\$2091	\$2331
	Covers:									
	Inside back or front	N/A	N/A	\$3087	N/A	N/A	\$2933	N/A	N/A	\$2778
	Outside back	N/A	N/A	\$3240	N/A	N/A	\$3078	N/A	N/A	\$2917

INSERTS: \$80 per thousand for supplied material (see *tqn advertising specifications* on the previous page for details)

Note: rates include GST but NO agency commission



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