

2024 Advertising Rate Card

Published by the Society of Precision Agriculture Australia Inc (SPAA), Precision Ag News is a national magazine mailed directly to farmers, researchers & advisers across Australia.

We promote the latest developments & innovations in all sectors of agriculture as well as feature PA in Practice farmer case studies.

Precision Ag News is the **only** magazine of its kind in Australia.

It is published four times per year & provides the most effective national medium for advertisers seeking to reach this important audience.



SPAA is the largest a non-profit and independent group solely dedicated to PA adoption. Our mission is to facilitate research, extension and the adoption of precision agriculture (PA) in Australia.

The association aims to be the leading advocate for PA in Australia and through the adoption of PA improve the profitability and sustainability of Australian agriculture.

PA management offers many Australian farmers the potential for a quantum increase in their production efficiency, along with many NRM and social benefits.

Precision Ag News aims to inform farmers and industry stakeholders across Australia involved in all agricultural industries about Precision Ag products and practices, research results, new initiatives.

The magazine becomes available online for its members.

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Advertising Rates

Effective 1 January 2024 (exclusive of GST)

	Casual	2-3X	4X
Full Page	\$1550	\$1460	\$1350
Half Page	\$980	\$920	\$860
Third Page	\$710	\$650	\$610
Quarter Page	\$550	\$515	\$480

Preferred positions loading

Inside front cover	20%	Inserts: Details supplied on request
Outside back cover	20%	
Inside back cover	15%	

These rates are for space only and assume print ready artwork is supplied to the specifications listed.

The general resolution should be 2400dpi and scans no less than 300dpi. SPAA Precision Ag News will only accept print ready PDF files in CMYK. All fonts must be embedded.

All images to be supplied as 300dpi CMYK jpeg, TIFF or EPS files.

Spot colours must separate in CMYK and metallic colours are unacceptable. Minimum type size 6 point. For full colour reverse type, minimum type size 7 point.

Artwork under 5MB may be supplied via email to eo@spaa.com.au

Artwork over 5MB contact Angelique McAvoy on 0473 790 109 to discuss delivery.

Type area is constrained to the margins of the magazine content layout.

Booking and materials deadlines

Publication Dates	Booking	Material	Distribution
Autumn 2024	23 Feb	08 Mar	Apr/May
Winter 2024	10 May	24 May	Jul/Aug
Spring 2024	09 Aug	23 Aug	October
Summer 2025	08 Nov	22 Nov	February

Specifications

Advert (mm)	Trim size	Bleed size	Type area
Full Page	297d x 210w	303d x 216w	260d x 180w
Half Page	148d x 210w	151d x 216w	128d x 180w
Third Page	95d x 190w		
Quarter Page (v)	90d x 120w		

Advertising Contact

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Terms and Conditions

Advertising accepted for publication in Precision Ag News is subject to the conditions set in these terms and conditions. Every advertisement is subject to the approval of SPAA's Communications & Editorial Subcommittee, SPAA reserves the right to refuse to accept an advertisement for publication or withdraw or cancel an advertisement at any time and the advertiser shall have no claim against SPAA other than for the refund of any money paid by the advertiser if the advertisement is not published. SPAA otherwise excludes all liability (to the extent permitted by law) including for consequential loss, whether due to negligence or otherwise. The word "advertisement" may be used to identify advertising material that in the opinion of SPAA resembles editorial matter.

The advertiser warrants to SPAA that any advertisement that is accepted for publication contains information that is true and correct in all respects, is in no way misleading or deceptive such that it may contravene section 52 of the Trade Practices Act 1974 or any other provision of any law of a State and the Commonwealth, and is otherwise lawful. SPAA and its agents accept no responsibility for any error when instructions or copy have been taken over the telephone unless SPAA or its agents receive written confirmation of the instructions or replacement copy before the normal copy deadlines. It is the responsibility of the advertiser or agent to notify SPAA of any error immediately it appears. Unless notified, SPAA accept no responsibility for any recurring error. Advertisers

and advertising agents lodging material for publication Precision Ag News indemnify SPAA, its committee members, employees and agents, against all claims and other liabilities whatsoever wholly or partially arising from the publication of the material and, without limiting the generality of the foregoing, indemnify each of them in relation to defamation, infringement of trademarks or names of publication titles, unfair competition, breach of trade practices and fair trading legislation, violation of rights of privacy, confidential information, licences or royalty rights and any and all other intellectual property right, and warrants that the material complies with all relevant laws and regulations.