

## Advertising rates and booking form 2021

**Trackwatch magazine has consistently been the primary communication medium for the majority of recreational four wheel drivers in Victoria for over 45 years.**

The content includes 4WD Victoria news, Parks Victoria news, club activities, technical tips, products and events. The format has recently undergone a facelift with a new design, improved editorial content and quality paper for better print reproduction. In excess of 6,000 copies are distributed to members of affiliated four wheel drive clubs. Copies are also distributed to Victorian Parliamentary members, staff at Parks Victoria, DELWP, commercial outlets and interested members of the public, FWDV training courses and four wheel drivers at public events (eg. National 4X4 Show Melbourne, Victorian 4WD Show and other regional outdoor and specialty shows).

**Published: Quarterly. Size: 40 plus pages A4 Magazine**  
**Print run: 6,000+ copies per issue**

### PUBLICATION SCHEDULE

Please book space for the following issues	Closing Date	Space required
March 2021	17th February	
June 2021	3 <sup>rd</sup> May	
September 2021	2 <sup>nd</sup> August	
December 2021	3rd November	

### ADVERTISING RATES

Advert Booking Size	Price (Per Issue)
Double page spread	\$2050 (Incl. GST)
Outside back cover	\$1650 (Incl. GST)
Inside front cover	\$1420 (Incl. GST)
Inside back cover	\$1300 (Incl. GST)
Full page	\$1145 (Incl. GST)
Half page - Landscape	\$715 (Incl. GST)
Third page - Landscape	\$540 (Incl. GST)
Quarter page - Portrait	\$440 (Incl. GST)
Loose inserts	POA

### MATERIAL REQUIREMENTS

- Trackwatch prefers all advertising material to be supplied complete as Hi Resolution Press Ready PDF files.
- If artwork production is required all **Images** are to be supplied in TIF or JPEG format converted to CMYK. For **Text Only** files - please supply in doc. or txt. format. **Please note:** Images must be supplied separately & not embedded in word documents.
- Files can be supplied on CD, DVD, USB Stick or emailed (5Mb limit per file) to [office@fwdvictoria.org.au](mailto:office@fwdvictoria.org.au)
- PDFs for full page adverts to be set up showing crop marks and allowing 5mm for bleed on all edges. The printer resolution should be 2400dpi, 175lpi, 300dpi graphics, CMYK, with all font embedded.
- Please supply an accurate colour proof - digital or hardcopy. **Please note:** No responsible for reproduction accuracy will be taken if a colour proof is not provided.
- For double page spreads please create as two separate facing pages saved as single PDF files as instructed above.
- All material supplied **must be CMYK**. **Please note:** PMS or RGB colour separations **will not** be accepted.
- Trackwatch is saddle stitched.

### MECHANICAL SPECIFICATION

Space- 4 Colour	Image Area H x W	Trim Size H x W	Bleed Size H x W
Double page spread	265mm x 390mm	297mm x 420mm	307mm x 430mm
Full page	265mm x 180mm	297mm x 210mm	307mm x 220mm
Half page (Landscape)	130mm x 180mm	N/A	N/A
Third page (Landscape)	87mm x 180mm	N/A	N/A
Quarter page (Portrait)	130mm x 88mm	N/A	N/A

Full page and Double page adverts must bleed on all four sides by a minimum of 5mm.

### BOOKING DETAILS

Business Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Suburb: \_\_\_\_\_ State: \_\_\_\_\_ Postcode: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email Address: \_\_\_\_\_

Authorized by: \_\_\_\_\_

Signed: \_\_\_\_\_ Date: / /

### ADVERTISING SALES ENQUIRIES

Contact: Wayne Hevey  
Telephone (03)9874 7222  
[ceo@fwdvictoria.org.au](mailto:ceo@fwdvictoria.org.au)

### ADVERTISING MATERIAL DELIVERY ADDRESS

Four Wheel Drive Victoria,  
6/27 Thornton Crescent,  
Mitcham,  
PO Box 292,  
Mitcham, VIC 3132.



ABN 40 891 301 368

## Advertising Terms & Conditions - Trackwatch Magazine

1. Definitions - "Advertisement" means an advertisement which the Advertiser wishes to include in the Magazine including loose inserts; "Advertiser" means the person or entity booking an Advertisement for placement in the Magazine; "Form" means the advertising booking form attached to these Terms and Conditions; "Magazine" means FWDV's publication entitled "Trackwatch", "FWDV" means Victoria Association of Four Wheel Drive Clubs Inc (ABN 40 891 301 368) trading as Four Wheel Drive Victoria; "Terms and Conditions" means these advertising terms and conditions.
2. The Advertiser will supply a copy of any Advertisement that the Advertiser wishes to place in the Magazine for approval by FWDV (in its sole discretion) by the copy deadline date ("Copy Deadline Date") shown on the Form or (if no date is shown) on the rate card issued by FWDV from time to time. If the Advertiser fails to submit a copy for the Advertisement by the Copy Deadline Date, FWDV reserves the right to republish an Advertisement previously published in the Magazine for the Advertiser or to omit the Advertisement from the Magazine. No refund or discount will be payable to the Advertiser in these circumstances.
3. FWDV will be entitled to refuse publication of an Advertisement in the Magazine including but not limited to the following circumstances:
  - (a) if the content or appearance of an Advertisement or product(s) or service(s) shown in an Advertisement are not acceptable to FWDV (in its sole discretion), irrespective of whether the Advertisement has been published in a similar or the same form in the Magazine in the past. In such circumstances, FWDV agrees to refund to the Advertiser any amounts already paid for the Advertisement.
  - (b) if the Advertiser fails to pay any amounts due to FWDV for placement of an Advertisement by the Advertiser in the Magazine.
4. Unless otherwise specified, the Advertiser must pay the rates shown on the Form before the Copy Deadline Date. If FWDV has agreed to an alternative payment date then the Advertiser must pay FWDV within 30 days of the date of FWDV's invoice. If the Advertiser fails to pay any amounts due to FWDV for the placement of an Advertisement by the due date then FWDV may exercise its right to take legal action to recover the outstanding amounts in addition to its reasonable legal costs, court costs and interest involved in this legal action.
5. The rates shown on the Form cover the cost of space only. Additional fees will be payable to FWDV if FWDV agrees to prepare illustrations, make changes to copy or if any other preparation work must be performed by FWDV for the Advertisement.
6. FWDV reserves the right to increase the advertising rates payable by the Advertiser upon 28 days written notice to the Advertiser. If the rates are increased, FWDV will not publish an Advertisement unless the increased rates are paid by the Advertiser. If the increased rates are not acceptable to the Advertiser, the Advertiser may, by 7 days' notice to FWDV, amend the Advertisement (provided the Advertiser can still meet the Copy Deadline Date) or cancel the Advertisement. If the Advertisement is cancelled in these circumstances FWDV agrees to refund any amounts already paid by the Advertiser to FWDV in relation to the Advertisement.
7. Unless otherwise agreed, FWDV reserves the right (in its sole discretion) to determine the placement of an Advertisement in the Magazine. If FWDV agrees to fulfil a placement request by the Advertiser, an additional fee may be payable.
8. The Advertiser warrants that any Advertisement to be included in the Magazine complies with all relevant State and Commonwealth laws and does not infringe any contractual rights or intellectual property rights of a third party.
9. The Advertiser agrees to indemnify and keep indemnified FWDV and the FWDV against any liability, actions, claims, demands, damages, costs and expenses incurred or suffered by FWDV in connection with or arising in any way out of an Advertisement, or the publication of an Advertisement, or a breach by the Advertiser of the warranties set out in clause 8, or any damage or injury suffered by any third party from the purchase or use of services or products referred to in an Advertisement.
10. If any material submitted by the Advertiser in connection with an Advertisement is not reclaimed by the Advertiser within 3 months after the date of the Advertisement's publication, FWDV reserves the right to destroy or otherwise dispose of this material.
11. If FWDV inadvertently fails to publish the Advertisement as agreed with the Advertiser in an edition of the Magazine, the Advertiser's only remedy will be the republication of the Advertisement in the next edition of the Magazine.
12. All advertising material must be accompanied by a client-approved colour proof. FWDV will bear no responsibility whatsoever for any errors made by FWDV in relation to any advertising material submitted to it by the Advertiser if a colour proof is not supplied by the Advertiser.
13. If the Advertiser wishes to cancel an Advertisement, the Advertiser must notify FWDV in writing before the Magazine's publication deadline date (as stated on FWDV's rate card). Advertisers will be liable for all amounts outstanding for an Advertisement that appears in the Magazine, unless the Advertiser can produce written documentation from FWDV confirming the cancellation.