NATIONAL PARKS ASSOCIATION OF NSW

protecting nature through community action

MEDIA KIT

Sales | Dylan Reynolds
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P | 02 9299 0000

Graphic Designer | Kiran Charles
E | editor@npansw.org.au
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Our publications

NPA has a range of different publications targeting specific audiences including:

Nature NSW – a quarterly magazine with a distribution of over 5000 (including members, schools, universities, politicians and corporate organisations)

Noticeboard – a black and white noticeboard located in the activities booklet produced quarterly with Nature NSW.

Enviro-News – a monthly newsletter e-mailed to our 10,000 supporters

Short Notice Bulletin – a Newsletter e-mailed to 2000 bushwalkers as and when required (on average every couple of weeks)

Prices for the Short Notice Bulletin are not included in the media kit. Contact Dylan for more information:
activities@npansw.org.au | 02 9299 0000

About National Parks Association of NSW

National Parks Association of NSW (NPA) is a not-for profit conservation organisation working to protect, connect and restore the integrity of our natural environment. Central to our aim of connecting people to the natural environment is NPA's bushwalking program which is Australia's largest, offering over 1000 guided walks in NSW and overseas each year. We also run a guided Walk of the Month which is designed to introduce people to bushwalking and on average attracts 60 registrations. Other activities on the program include cycling, kayaking, canyoning, abseiling, bird watching and skiing.

Why advertise with us?

- **Reach and influence a highly engaged and enthusiastic readership**
- **Australia's largest bushwalking program**
- **Association with one of NSW's most influential conservation organisations**
- **A credible and targeted advertising platform**
- **Proven publishing experience**
- **Large Baby Boomer demographic that travel regularly and spend money on outdoor gear**

Advertising Deadlines

Issue	Deadline	Published
Autumn	25 January	March
Winter	25 April	June
Spring	25 July	September
Summer	25 October	December

Nature NSW Advertising Rates

Listed below are our advertising rates for the NPA Journal - Nature NSW (full colour) and our Activities Noticeboard (black and white). We have Premium and Basic packages that let you advertise for an entire year or standard single issue rates. If you have any inquiries or would like a quote on something not mentioned below, please contact us at activities@npansw.org.au or (02) 9299 0000.

Cancellations

All cancellations before booking deadline will be charged 50% of the agreed ad rate. Cancellations after the booking date will be charged 100% of the agreed ad rate. Any cancellations of an ad within a series booking will be charged at the full media kit rate. All cancellations must be provided in writing.

Nature NSW Premium Package

Our Premuim Package rate includes:
4 issues of Nature NSW (Autumn, Winter, Spring and Summer),12 issues of our monthly online newsletter Enviro-News

Size	Cost (Includes GST)
Back Cover	$5600
Full Page	$4640
1/2 Page	$2800
1/3 Page	$2080
1/4 Page	$1800

Nature NSW Basic Package

Our Basic Package rate includes:
4 issues of Nature NSW (Autumn, Winter, Spring and Summer) only.

Size	Cost (Includes GST)
Full Page	$4176
1/2 Page	$2520
1/3 Page	$1872
1/4 Page	$1620

Nature NSW Single Issue

This is the base rate for single issue advertising in Nature NSW only.

Size	Cost (Includes GST)
Back Cover	$1450
Full Page	$1160
1/2 Page	$700
1/3 Page	$520
1/4 Page	$450

Noticeboard Advertising

Our Noticeboard is located on the back of our black and white activities booklet and is produced quaterly with Nature NSW. All rates are based on the dimensions 95 (height) x 65 (width). For ads exceeding this size please contact us to negotiate a rate.

Size	Cost (Includes GST)
Package Deal (4 issues)	$430
Single Issue	$130

For details for on dimensions and file types please see the next page.

File Types Print

PDF (Preferred)
PDF files must be supplied press-ready: CMYK colour (not RGB), 300dpi graphics, all fonts embedded.

JPG, TIF and BMP
Ads can be supplied in JPG, TIF and BMP format, but cannot be edited. Image Files must be 300dpi CMYK colour. Low resolution and/ or poor quality files can't be accepted.

EPS and AI
Illustrator and Freehand EPS files must be supplied with all fonts converted to outlines. If there are images they must be supplied at 300dpi CMYK colour.

Photoshop PSD
All images within the PSD file must be 300dpi.
Layered Photoshop PSD files must be supplied with font(s).

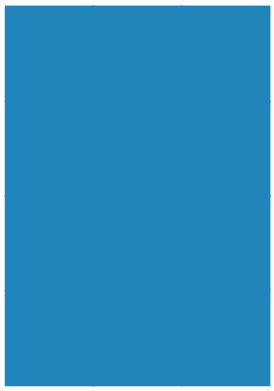
Microsoft Files
Microsoft Word, Excel and Powerpoint files can be received but will not be used as final art. Any adverts supplied in these formats need to be rebuilt and may incur a fee. Any images embedded in the files must also be supplied separately. Images must be 300dpi.

File Types Web

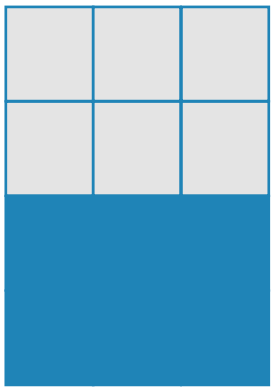
Please supply your file in RGB colour as a high quality JPG, PSD, TIF, BMP or GIF at 72dpi and less than 80kb in size.

Images supplied for the E-newsletter should not exceed 200px by 200px. Images exceeding these dimensions will be resized.

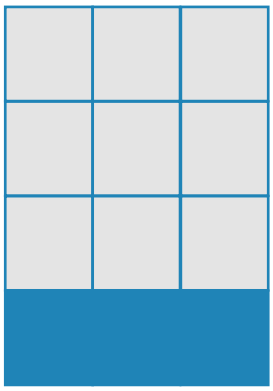
Nature NSW (Main Journal, Colour)



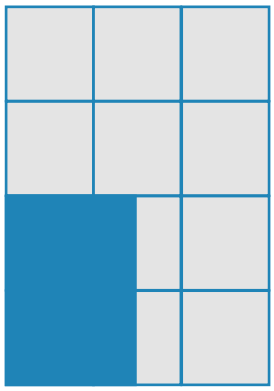
Full Page (A4)
210 (w) x 297 (h)
plus 5 mm bleed.



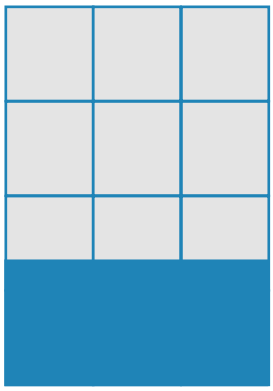
Half Page, Horizontal
210 (w) x 148 (h) plus 5 mm bleed.



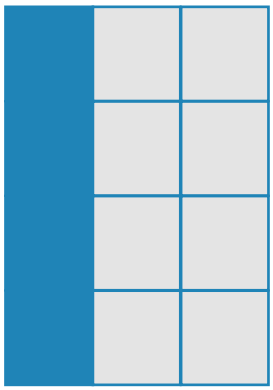
Quarter Page, Horizontal
185 (w) x 60 (h)



Quarter Page, Vertical
87 (w) x 125 (h)

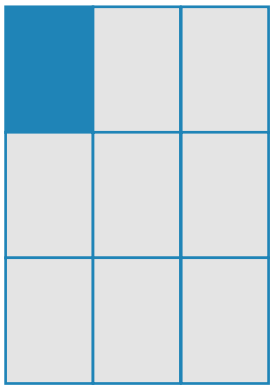


Third Page, Horizontal
185 (w) x 80 (h)



Third Page, Vertical
72(w) x 275(h)

Noticeboard (Activities Program, Black and White)



Noticeboard Ads
Noticeboard ads should be supplied at 95 (height) x 65 (width).

If you would like a larger noticeboard ad it is possible to purchase more space, though you will need to purchase the space in lots of 95 x 65.

Above Measurements are shown width x height and in mm. Full and Half page ads should be supplied with 5mm bleed to all sides with no cropmarks. Images may be slightly resized at the designer's discretion.