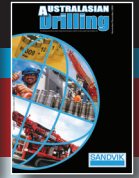


The Official Journal to the Australian Drilling Industry Association and The New Zealand Drillers Federation

[www.adia.com.au](http://www.adia.com.au)



## 2011 ADVERTISING INFORMATION

### Publication Profile

*Australasian Drilling* is the official journal of the Australian Drilling Industry Association (ADIA) and the New Zealand Drillers Federation (NZDF). It is published bi-monthly and some 4500 copies are distributed throughout Australasia, South East Asia, Canada, Africa, South America, the USA and several European countries.

Published by the ADIA, the magazine contains current industry news, editorial and topical articles of interest to drilling contractors, suppliers, regulators and many associated individuals. It also provides the opportunity for suppliers to advertise and promote their products and services, in the certain knowledge that their message is received by those who actually authorise purchasing decisions!

*Australasian Drilling* is our prime source of communication to members, many of whom operate in remote locations where other common forms of communication can be uncertain.

The Nov/Dec edition contains a special supplement – the “Drilling Industry Register” – the only comprehensive, targeted trade directory of drilling contractors, suppliers and consultants servicing the Australian and New Zealand markets.

### Market Penetration

*Australasian Drilling* is the only periodical targeting contractors and suppliers from all drilling specialities - Mineral Exploration, Waterwell, Environmental, Geotechnical, Coal Bed Methane and Trenchless sectors - across Australia and New Zealand.

The impending re-unification of the ADIA and the MDAA will create a much stronger and influential industry body, which will more effectively represent our members.

With a minimum of 4500 copies of each issue, published six times per year, circulation of *Australasian Drilling* is guaranteed to every member of the ADIA and NZDF, and is also available to interested non-member contractors, suppliers and individuals.

### Features & Deadlines for 2011

The following Features support regular segments including Products and Services, Australian & NZ Industry News and the Quiet Industry Achiever profile.

#### ■ January / February

**Advertising Bookings close January 27**  
**Artwork by February 3**

#### ■ March / April

**Mineral Exploration**  
**Advertising Bookings close March 17**  
**Artwork by March 24**

#### ■ May / June

**Geotechnical & Environmental**  
**Advertising Bookings close May 19**  
**Artwork by May 26**

#### ■ July / August

**Downhole Surveying & Cameras**  
**Advertising Bookings close July 14**  
**Artwork by July 21**

#### ■ September / October

**Waterwell Sector**  
**Advertising Bookings close September 15**  
**Artwork by September 22**

#### ■ November / December

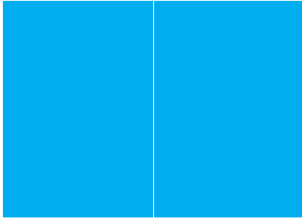
**Drill Rigs, Pumps & Compressors**  
**Advertising Bookings close November 10**  
**Artwork by November 17**

**Please note:** re “Artwork deadlines” – the publisher reserves the right to run previous advertising material if new advertising material is not submitted by the Artwork date. Also, if an advertisement needs to be re-drawn by Doran Printing, both copy and images must be supplied by the Advertising Bookings date.

*With a highly targeted readership, Australasian Drilling provides excellent market penetration to a diverse range of contractors and users of drilling products, supplies and services in Australia and New Zealand, South East Asia, North and South America, Canada, South Africa and Europe.*

## Advertising Sizes & Orientations

### Double Page Spread



Print area: 260 mm x 390 mm  
Trim size: 297 mm x 420 mm

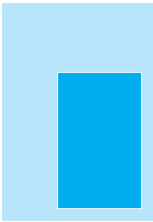
### Full Page



260 mm x 180 mm  
297 mm x 210 mm

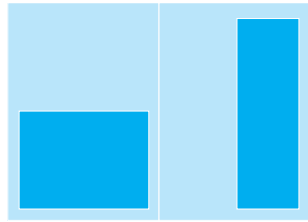
Bleed: Allow 5 mm on all sides

### Economy Page



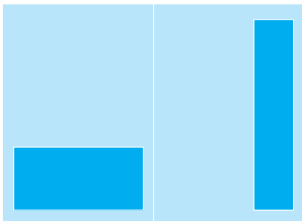
187 mm x 117 mm

### Half Page



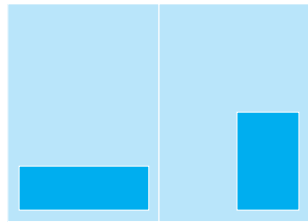
Horizontal: 130 mm x 180 mm  
Vertical: 260 mm x 86 mm

### Third Page



Horizontal: 86 mm x 180 mm  
Vertical: 260 mm x 55 mm

### Quarter Page



Horizontal: 60 mm x 180 mm  
Portrait: 130 mm x 86 mm

## Advertising Rates

All rates are in Australian dollars.

Australian advertisers must add 10% GST.

	Casual	3x	6x
<b>Full Colour</b>			
Double Page Spread .....	4,545	4,070	3,815
Full Page .....	2,405	2,175	2,090
Economy Page .....	1,730	1,580	1,485
Half Page .....	1,645	1,515	1,410
Third Page .....	1,240	1,115	1,040
Quarter Page .....	1,020	880	825
<b>Inserts</b>			
Single A4 Page 120 gsm ..	2,310	2,090	1,970
Other sizes & weights.....	POA		

**Note: Please enquire about inserts well in advance as availability is limited and weight limits apply.**

### Preferred Positions

Front Cover .....	3,210	–	–
Back Cover .....	2,765	–	–
Inside Front Cover .....	2,765	2,500	2,405
First Right-Hand Page .....	2,630	2,395	2,290
Second R/H Page .....	2,510	2,290	2,195
Third R/H Page .....	2,460	2,235	2,185

## Mechanical Specifications

It is **very important** that advertisers submit advertising material matching the sizes specified above and the mechanical specifications specified below. The production process used to print Australasian Drilling requires advertising material matching the specifications below to reproduce advertisements reliably. The Publisher cannot guarantee accurate reproduction of material which does not match these specifications, and cannot be held liable for any inconsistent reproduction of material not matching these specifications.

### Material we accept

#### Adobe InDesign, Illustrator or Photoshop files, provided:

- a hard-copy or PDF proof is provided
- all images are 300 dpi and are embedded or included separately
- all type is converted to outlines or uses only PostScript Type 1 fonts (please remember to include all Type 1 printer and screen fonts).

#### Adobe Portable Document Format (PDF) files which are:

- distilled using Adobe Acrobat Distiller from a PostScript file using 3DAPv2 settings (see [www.3dap.com.au](http://www.3dap.com.au) for further information).

Documents generated using Macromedia Freehand or CorelDRAW, provided they are saved as an Illustrator EPS file with all type converted to outlines.

### Material we can not accept

- Microsoft Publisher files under any circumstances.
- PDF files unless they are generated by Adobe Acrobat Distiller from a PostScript file using 3DAPv2 settings (see [www.3dap.com.au](http://www.3dap.com.au) for further information).
- Low-resolution images such as those downloaded from web sites or embedded in documents created by office productivity software such as Microsoft Word or Microsoft Powerpoint.

**Your Advertising Account Manager will be pleased to liaise with you to create an advertisement in-house if you feel you may not be able to supply material matching these specifications – please call +61 8 8371 5800 for further information.**

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