



MTA JOURNAL

R A T E C A R D

The Official Journal of the Motor Traders' Association of NSW

The MTA Journal was first published in June 1911, and is recognised as Australia's most authoritative motor industry magazine.

It reaches an audience which not only has a specific interest in the motor industry but are potential clients of all facets of business: insurance, investment advice, security services, building, travel, banking, architect services, communications and showroom displays.

In fact our readers are potential buyers for everything used and consumed on a daily basis.

We know our readers are vitally concerned with being more competitive and we provide the right technical and legal information, services and processes that give the MTA's members and their staff the competitive edge.

It contains well-researched features on personalities and specific aspects of the motor industry in each edition which will provide you, the advertiser, with an enhanced environment to promote your products or services.

The Journal is distributed to the 5,000 members of the MTA who employ more than 80,000 people in the motoring industry statewide.

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ADVERTISING RATES

FULL COLOUR	Casual	3 insertions	6 insertions	11 insertions
Full page	\$1720	\$1630	\$1550	\$1370
Double Page Spread	\$2750	\$2610	\$2470	\$2200
Inside Front Page	\$2240	\$2120	\$2010	\$1780
Inside Back Page	\$2070	\$1960	\$1860	\$1650
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1/2 page	\$970	\$920	\$870	\$770
1/3 page	\$690	\$660	\$620	\$550
1/4 page	\$530	\$510	\$480	\$440
1/6 page	\$430	\$410	\$380	\$340
INSERTS <small>5000 copies - does NOT include cost of printing insert</small>	\$1475	\$1375	\$1250	\$1100

Preferred Position Loading +10%

ALL PRICES ARE EXCLUSIVE OF GST (+10%)

DEADLINES & SPECIFICATIONS

PUBLISHING TIMETABLE	Each month, 11 times each year. December/January issue is combined.
ADVERTISING BOOKINGS	By the 14th of month before publication.
COPY DEADLINE	By the 21st of month before publication.
MATERIAL SPECIFICATIONS	Preferred format is Adobe Portable Document Format (pdf). TIFF or EPS files are acceptable (300dpi CMYK). EPS files should have all fonts converted to paths and all linked items must be supplied. All files to be supplied on PC formatted media or sent via QuickCut or email. Colour proofs must also be supplied.
PRODUCTION CHARGES	Advertising rates are based on finished electronic artwork being supplied. Extra charges will apply for design and makeup and for any changes to supplied ads.

PAGE & ADVERTISEMENT SIZING

FULL PAGE	210mm (wide) x 297mm (deep)
FULL PAGE bleed	220mm x 307mm (includes 5mm bleed all around)
FULL PAGE type area	186mm x 270mm
HALF PAGE vertical	91mm x 270mm
HALF PAGE horizontal	186mm x 133mm
QUARTER PAGE vertical	91mm x 133mm
QUARTER PAGE horizontal	186mm x 65mm
THIRD PAGE island	122mm x 133mm
THIRD PAGE vertical	59mm x 270mm
THIRD PAGE horizontal	186mm x 87mm
SIXTH PAGE	59mm x 133mm

Rates effective from October 2006

ADVERTISING ENQUIRIES

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SUBSCRIPTIONS

MTA members receive a copy as part of their membership. Others wishing to subscribe should contact MSS Media (see contact details above). Cost for one year's subscription (January to December) is \$A75.00 (\$A82.50 inc GST) within Australia or \$A90.00 (outside Australia).