

# SALT MAGAZINE ADVERTISING 2023



*SALT* is the magazine of the NSW Sea Kayak Club, the State's pre-eminent kayak club. We celebrated our 30th anniversary in 2019.



It is published in glossy full-colour quality paper around 40 pages in length and mailed to our 250-300 members 3 or 4 times per year. A digital version is subsequently loaded to our club website and made available to the general public 2 issues in arrears.

Club website [www.nswseakayaker.asn.au](http://www.nswseakayaker.asn.au)  
Public site [salt.nswseakayaker.asn.au](http://salt.nswseakayaker.asn.au)

## Advertising Rates per Edition

	RATES
Full page inside	\$250
Half page inside	\$150
Double spread inside	\$500

### New Products Listing

We will run up to a quarter page announcement for a new product at no cost where the product is judged to be of interest to Club members and where the manufacturer provides a sample for review if practical to do so.

### Classifieds

We will trial a Classifieds column or section in Decklines where we will run an advert, limited to 50 words, for nothing. For \$20 we will add a small photo.

### R n R sponsors

The market value of any donated product can be used to purchase advertising space in the inside pages of Salt at double the above rates but for two editions rather than one, with a maximum of a double page per supplier. Donations valued under \$150 will be featured on a sponsors page in the next 2 issues of Salt. All sponsors will receive a written mention in our club magazine under the R & R Report in the first issue after the event. Adequate quality copy must be received by the due date.

### Discounts

20% discount for ongoing placements.

### Deadlines – subject to change

SPACE BOOKINGS: 1st of February, May, August, and November  
ARTWORK: 15th of February, May, August and November  
PUBLISHING DATE: mid March, June, September and December

### Material

Press resolution pdf CMYK fonts embedded

Trimmed size is 210 x 297

Type area 195 x 282

Bleed add 10mm

Images preferred as high resolution jpg files

Text to be provided as doc or txt files

We can accept PDF or inDesign files. Please contact the editor for details of acceptable file formats. Please send large files via a file transfer website such as Dropbox

### **Advertising Policy**

Advertisers must adhere to legal requirements in their advertising and undertake to indemnify NSWSKC against any consequences arising out of their advertisements.

### **Hard copies**

Paid advertisers will receive a copy of the paper edition magazine.

### **Contact:**

[editor@nswseakayaker.asn.au](mailto:editor@nswseakayaker.asn.au)