



SPI Official Magazine

ADVERTISING PROPOSAL



PROPOSAL ISSUE

October 2023


speckle
PARK
INTERNATIONAL

2023

Ad Size	Dimensions (W x H)	Price (inc GST)
1/8 page	94 x 64mm	\$165
1/4 page	94 x 135mm	\$330
1/2 page	192 x 135mm	\$660
Full page	210 x 297mm	\$1,000
Outside back cover	210 x 297mm	\$1,300
Inside front cover	210 x 297mm	\$1,200
Inside rear cover	210 x 297mm	\$1,100
Double page	210 x 297mm	\$1,700

Speckle Park is one of the fastest growing cattle breeds in the world. We welcome you to join us on our exciting journey.

Speckle Park is the one of the fastest-growing cattle breeds not only in Australia and New Zealand but, globally.

Speckle Park cattle are highly recognisable from a 'brand' perspective, but most importantly, Speckle Park cattle are winning prestigious carcass competitions and producing impressive trial results leading to continued market penetration.

The official SPI Magazine is an annual coffee-table style, A4 sized magazine that will be a reference guide for many involved with the breed currently and those seeking to do so in the future.

The SPI Magazine will be made available in both print and digital versions and will be distributed to all SPI members, stakeholders, sponsors and industry representatives.

Standard advertising opportunities are outlined within this proposal. Alternatively, please contact the Marketing & Events Sub-Committee to tailor a package to your needs.

Sponsorship packages are also available which incorporate advertising opportunities. Please let us know if you would like to review our Sponsorship Packages.



First Place - Stan Hill Memorial Trophy for Interbreed Group of 3 Steers (L-R) Pinnacle Park Extra Special - exhibited by Tania Paget & Troy Hepburn, Ewyn Tellmore T09 - exhibited by Jackungah & Ewyn Speckle Park, Sowden Goodguyswearblack - exhibited by Sowden Cattle

TECHNICAL INFORMATION

Advertisements to be supplied to the correct publication size, including required bleed. Minimum bleed sizes are as follows:

- Internal and external covers - 5mm
- Double page - 12mm (spine clearance)
- All others - 2mm

Images should have an effective resolution of 300 dpi.

Advertisements are to be saved in CMYK format as either PDF or JPEG files. PDF files are to be provided as single page files, including double page spreads.

Fonts should be embedded into the files. Text should not run across the gutter of a double page spread and should be a minimum of 8pt.

Press ready advertisements are to be emailed to marketing@specklepark.org by COB on the Supply Date.

Payment of advertising fees must be received by SPI by COB on the Close Date or the booking will be rejected.

The SPI Magazine is a professional publication. SPI reserves the right to reject any advertisement that does not meet its quality standards, that it deems to be inappropriate or offensive or would otherwise result in an unacceptable or undesirable mix of content for the publication .

Ready to advertise with us?

Bookings and payment can be made via the website - www.specklepark.org/advertise (preferred method) alternatively, please email marketing@specklepark.org with the name and address of the advertising entity together with the required advertisement size by COB on the Booking Date. You will receive an invoice for the associated fees together with information to assist in finalising your advertisement.

If you have any questions or would like to discuss any aspect of advertising with SPI, please contact us.



BOOKING DATE



CLOSE DATE



SUPPLY DATE



ISSUE DATE



Marketing & Events Sub-Committee

CONTACT US

MARKETING@SPECKLEPARK.ORG

STACEY JONES

0438 386 092

TANIA PAGET

0429 802 153