

2010 print rates & deadlines advertising

RealTime provides the only comprehensive map of all that is innovative in performance, dance, visual arts, music, sound, film and media arts across the country. And it's free.

With 27,000 copies distributed nationally, every 2 months, RealTime is Australia's widest circulating arts magazine.

realtime: who reads it?

- people who are committed to creativity, innovation and experimentation
- aged 26-55 (43% 18-35; 55% 36-55)
- well educated with 60% holding at least tertiary qualifications
- regularly attend a variety of arts activities
- engaged in the arts and entertainment sector, in education, media and IT and the liberal professions.
- 85% rate RealTime as good or excellent for its mix of content, national coverage, focus on innovation and support for non-mainstream arts activity.

affordable rates

We know how hard earned arts dollars are so we try to keep advertising rates low. We also offer generous discounts for series. Surveys show that our readers retain their copies and share them so a well-placed advertisement gives you at least 2 months exposure.



local audience, national profile

With a national readership of 48,000* an advertisement in RealTime reaches your local audience and at the same time lets your peers and potential audiences around Australia know about your work.

RealTime readers are creative thinkers, art lovers, arts practitioners and students who rely on the publication as the only comprehensive commentary on the national contemporary arts and, increasingly, international arts developments. It makes sense to advertise your performance, exhibition, screening, conference, workshop, festival, your academic institution or school in Australia's leading cross-disciplinary arts magazine.

* Allowing for waste and issues being read by at least 2 people, as 2009 reader survey indicated.

distribution: 27,000 nationally

Distribution is via 1000 plus well-targeted locations (art centres, galleries, universities, theatres, cinemas, bookstores, libraries cafes and music outlets).
NSW 9090; **Victoria** 8750; **Queensland** 2700; **South Australia** 2310; **WA** 1950; **ACT** 700; **Tasmania** 1100; **NT** 100; subscribers and free list 300.

advertising online

Advertising on www.realtimearts.net is immediate, affordable and flexible offering access at peak periods to over 3000 unique visitors per week within Australia & internationally. (See online rates)

for information & bookings call

gail priest

tel 61 2 9810 7818

fax 61 2 9810 7818

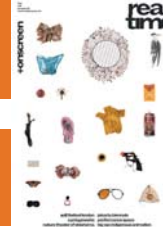
gail@realtimearts.net

virginia baxter

tel 61 2 9332 4549

fax 61 2 9361 6154

virginia@realtimearts.net



2010 advertising rates

Size	Width x depth mm (finished size/no bleed*)	Cost (before GST)	Cost (inc GST)
1/8 page vertical mono	55w x 175d	\$230	\$253
1/8 page horizontal mono	120w x 85d	\$230	\$253
1/8 page colour	see above	\$300	\$330
1/4 page column mono	55w x 365d	\$380	\$418
1/4 page vertical mono	120w x 175d	\$380	\$418
1/4 page horizontal mono	245w x 85d	\$380	\$418
1/4 page colour	see above	\$500	\$550
1/2 page vertical mono	120w x 365d	\$640	\$704
1/2 page horizontal mono	245w x 175d	\$640	\$704
1/2 page colour	as above	\$840	\$924
1/2 page colour on IFC/IBC	as above	\$940	\$1034
Full Page mono	245 x 365	\$1300	\$1430
Full page colour	245 x 365	\$1500	\$1650
Full page IFC/IBC colour only	245 x 365	\$1740	\$1914
Back Cover colour	275 x 395 (+ 5mm bleed Top/Bottom/RH side)	\$2300	\$2530

*Back Cover is only ad size which can bleed off page.

Late Cancellation fee: **50% of ad cost.**

Please notify any changes to booking by cancellation deadline.

NB AGENCIES: Prices are non-commissionable

early general placement

Preferred placement on pages 7, 9, 11 incurs 10% surcharge.

*NB RT98 Aug/Sept preferred placement surcharge extends to pages 13 & 15

Ads must be 1/4 page or larger

No advertising available on pages 1-6.

No single ad per page requests (except full page)

2010 advertising deadlines

Published bi-monthly 6 times a year, RealTime is a free national arts tabloid with a full circulation of 27,000 copies nationally.

booking deadline	cancel by	artwork by	publication date
# 95 (Feb/March) January 25	January 27	January 28	February 12
# 96 (April/May) March 22	March 23	March 25	April 9
# 97 (June/July) May 24	May 26	May 27	June 11
# 98 (Aug/Sept)* July 19	July 21	July 22	August 6
# 99 (Oct/Nov) September 20	September 21	September 22	October 8
# 100 (Dec 10/Jan 11) November 22	November 23	November 24	December 10

discounts

- Book 3 ads in advance and receive 10% discount
- Book 6 ads in advance and receive 15% discount

online advertising

special package deals for print & online bookings
please see online ad info

artwork services

Pressed for time?

Just supply the copy and we can design your ad for \$66 (inc GST)*

* for 1/2 page & larger, price on consultation

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gail priest

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NEW: SEND ARTWORK TO

artwork@realtimearts.net

real time +onscreen



artwork specifications

Advertisements should be supplied

- 1) **up to 6MB by EMAIL** to artwork@realtimearts.net
- 2) **over 6MB by http://www.sendspace.com/** or similar free FTP program (simple instructions are on the sites)
- 3) **FTP** directly to our site. Contact gail@realtimearts.net for settings.

Files should be:

- **CMYK PDF files** - print/press optimised 300dpi with fonts & images embedded. *(For designs with complex transparencies it is recommended that you make an eps or postscript file and then PDF using Adobe Distiller, rather than simply exporting to PDF.)*
- **JPG/TIFF files** 300dpi. *Please note, due to rasterisation this format may result in slightly lower quality reproduction than a PDF*
- **Correct size as booked, NO bleed (unless back cover), NO crop marks**
- **Correct format as booked ie Mono (greyscale) or CMYK Colour.** Please set any **spot colours** to separate to CMYK. **See ink limits opposite.**

artwork services

RealTime also offers artwork design services through inhouse designer Gail Priest.

Starting from \$66 inc gst for an 1/8 & 1/4 page layout.

All you need to supply is the copy, logos and image if required.

gail priest

tel/fax 61 2 9810 7818

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artwork@realtimearts.net**

important design guidelines

RealTime is printed on Norstar 55gsm paper stock using cold set (web offset) printing. The cover is printed on Sappigloss 104gsm.

Following these specifications is essential:

• **TOTAL CMYK INK LIMITS - 215% ***

In order to avoid smudging please make sure that the ink limit (ink density) of CMYK block colours & images **does not exceed 215%**.

(ie Cyan=40, M=40, Y=40, K=90 Total saturation = 210% - keeping the black ink at 90% rather than 100% is also suggested in rich blacks).

We suggest using the US Web (SWOP) Uncoated Colour settings then adjusting ink densities back to 215% .

*** For ads booked on Back Cover/IBC/IFC, the ink limit is 280%**, as this is printed on coated stock. (Use US Web (SWOP) Coated profile.)

There may be a discrepancy between colours on your screen and their appearance in CMYK inks on news stock. To get a closer idea as to how your colours will print use US Web (SWOP) Uncoated Colour settings in your layout and editing programs.

For further detailed instructions on colour settings and correcting go to www.realtimearts.net/designtips

• **FONT SIZES (no smaller than 12pt bold in reverse)**

If using full reverses (ie white or coloured text on a solid background of more than one ink) **do not use fonts below 12pt bold.** Fine detail in small logos will also be difficult to read. If this is an issue, we suggest making logos larger.

Please avoid using 4-ink colours for fonts smaller than **12pt bold** as they may appear blurry. Adding a .5 black outline also assists with accurate registration.

We suggest that for best results:

- > purer colours print more vibrantly than solid blacks.
- > use images with high contrast as subtle tones may be lost
- > Sparser copy is often more effective.

Please contact Gail for assistance if you are having difficulties with these specifications or if you would like to discuss your design ideas with us prior to placement.

**For more information go to
www.realtimearts.net/designtips
or call gail on 02 9810 7818**