

# QB MAGAZINE

THE VOICE OF QUEENSLAND BAPTISTS

## 2019 BOOKING FORM

A publication of



The qb is a 48 page full colour magazine, issued bi-monthly and distributed to all Queensland Baptist churches and to individual subscribers. The qb is also available online at [issuu.com/qbmagazine](http://issuu.com/qbmagazine)



## Available Advertising Types

1. Classified Advertising
2. Display Advertising
3. Insert Advertising
4. Online Advertising

Name\*

Business/Org Name (if applicable)

Phone\* (     )

Address\*

Postcode

Email

Type of listing

Classified      Display Ad      Insert      Online

Advertising Page Size

Full      Half      Third      Quarter      Eighth

Premium placement

Inside Front Cover      Back Cover      Inside Back Cover

Classified Message

**Issue(s) booked - valid within current calendar year only**

February      April      June

August      October      December

I have read and agree to all of *The qb* terms and conditions.

Total Cost \$      (plus GST)      Your ref

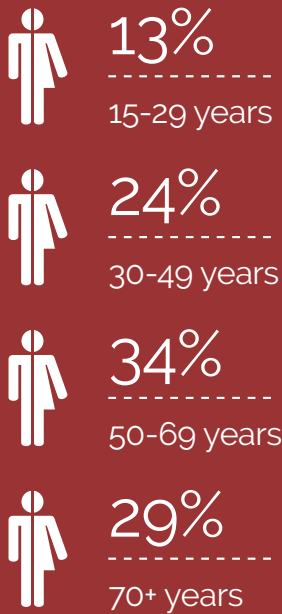
Signature

Date

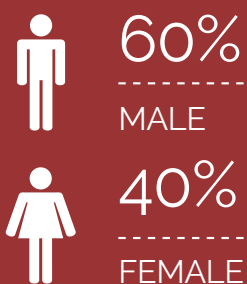
Please complete and return this sheet with your material to [qb@qb.org.au](mailto:qb@qb.org.au) or *The qb* Advertising Coordinator, *The qb*, PO Box 6166 Mitchelton Qld 4053. Or fax this form to 07 3354 5646 and email your artwork to [qb@qb.org.au](mailto:qb@qb.org.au). For all enquiries please phone 07 3354 5627.



### Age of Australian Churchgoers

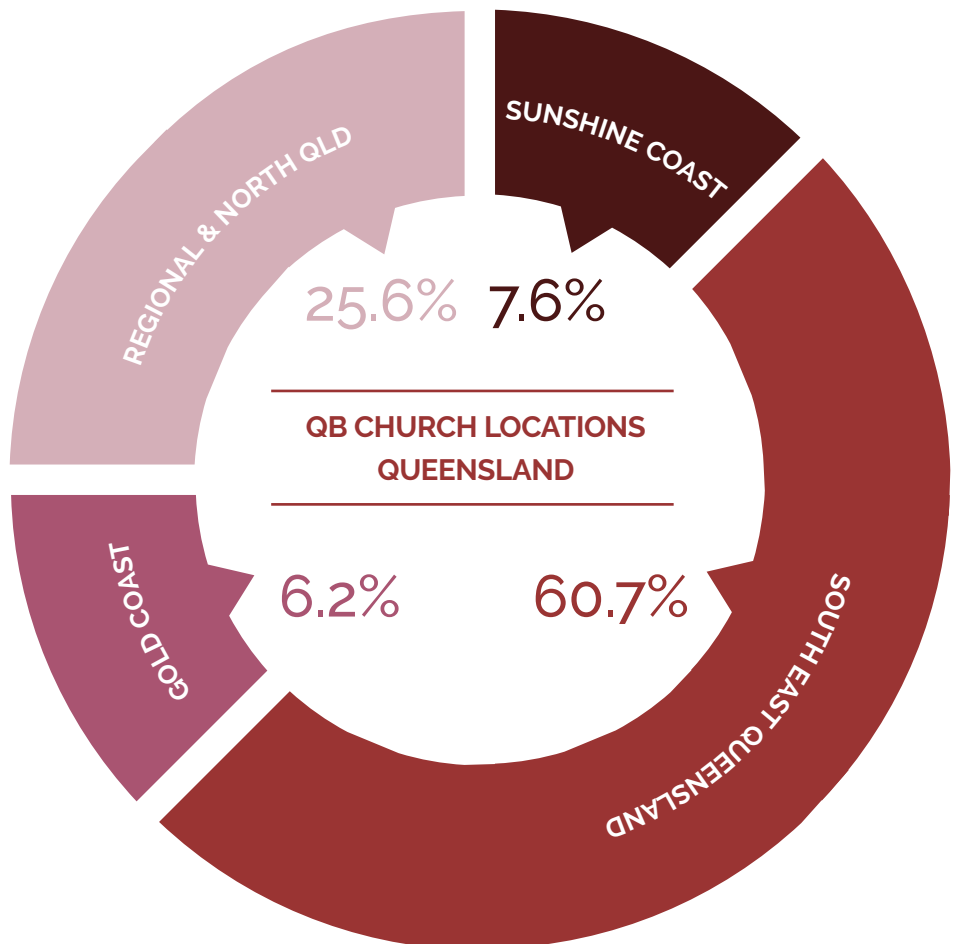


### Gender of Australian Churchgoers



## Demographics

We have over **220 unique churches** across Queensland, and every church receives a pack of QB magazines to share around their congregations. **Over 80% of our congregates are located in South East Queensland.** We also have individual subscriber groups and a growing online audience.





# Online Advertising

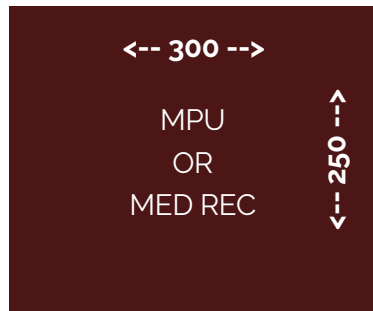
[www.qbmagazine.org.au](http://www.qbmagazine.org.au)

Online advertising offers high exposure via our website. All advertisers receive a report with the QB Magazine's digital reach including impressions for ads for the period that it is published.

We offer a Medium Rectangle with a FREE Super Banner Leaderboard included in the bundle (optional).

**Pricing** (per issue) - \$200 + GST

## Specifications

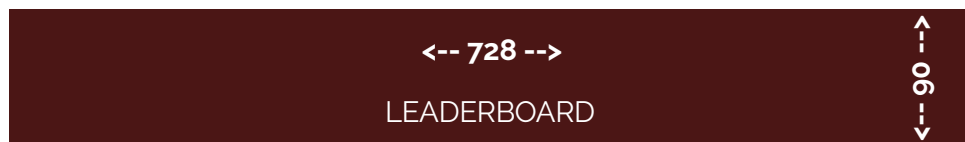


### Medium Rectangle

300 pixels wide x 250 pixels high

### Leaderboard

728 pixels wide x 90 pixels high (optional)



# Artwork Supply

File formats must be:

PNG, JPG, GIF  
Maximum 50kb size

Images can be linked to a URL address of your choice.

Please supply the link when you supply your artwork.

Artwork can be emailed to [qb@qb.org.au](mailto:qb@qb.org.au).

# Available Advertising Types

1. Classified Advertising
2. Display Advertising
3. Insert Advertising
4. Online Advertising

## Premium Listings

Premium listing locations (back cover, inside front and inside back cover) if available are highly sought after. Enquire now.

## Free Classified Listings

QB publishes personal notices (births, anniversaries, marriages and deaths) free of charge. A 50 word limit applies to these listings - for extended messages, standard classified advertising rates apply.

# Advertising Rates

These rates are valid for the 2019 calendar year only.

## Classified Advertising

Classified advertising is charged at a rate of 60c per word plus GST. Classified ads featured regularly in *The qb* include positions vacant, accommodation, items for sale and services available.

## Display Advertising

Display ads are featured in each edition. They are full colour unless otherwise specified.

Display ads are charged according to size, as indicated. Contract rates apply where three or more ads are booked in the same calendar year.

\*Premium placements, if available, attract an additional 15% fee. Contact us for availability.

### Display Advertising Rates (+ GST)

Per advertisement	Colour
Premium Full Page - Back Cover	
Casual	\$1,795
Contract (3 issues +)	\$1,487
Full Page - IFC* / IBC*	
Casual	\$1,481
Contract (3 issues +)	\$1,257
Half Page	
Casual	\$ 808
Contract (3 issues +)	\$ 690
Third page	
Casual	\$ 426
Contract (3 issues +)	\$ 359
Quarter Page	
Casual	\$ 337
Contract (3 issues +)	\$ 292
1/8 Page	
The rates listed above do not include agency commissions	
Casual	\$ 247
Contract (3 issues +)	\$ 213



## Inserts

Inserts are a highly effective delivery method for flyers and brochures and can be placed in *The qb* from \$990 (plus GST) per insert, depending on weight.

*The qb's* print run is 4,500 and inserts should be no larger than DL or A5 (or A4 folded to A5). They should be delivered direct to the magazine's printer, Printcraft, at 37 College Street Hamilton QLD 4073 (phone 07 3291 2444). Please include "Inserts for *The qb magazine*" prominently when you address your package.

## Advertising Deadlines

Issue	Booking Confirmation	Material Deadline
February	1 January	10 January
April	1 March	10 March
June	1 May	10 May
August	1 July	10 July
October	1 September	10 September
December	1 November	10 November

## Payment

Display advertisements, inserts, online advertising and contract classifieds are invoiced on distribution of each issue of *The qb*.

Casual classified ads costing \$10 or less are paid at time of booking. Credit card (pay by phone) is available.

**QB** MAGAZINE  
THE VOICE OF QUEENSLAND BAPTISTS

## Advertising Contact

The Editor  
PO Box 6166 Mitchelton Qld 4053  
qb@qb.org.au  
Ph: (07) 3354 5627 Fax: (07) 3354 5646

# Artwork Supply

Important details on how to supply your material is outlined on the next page. Material that does not meet these specifications may not be accepted for publication or incur additional charges due to editing/layout requirements.

If you have any questions or concerns about artwork supply please contact us.

Please supply a self-addressed envelope and postage stamp if you would like your advertising material returned.

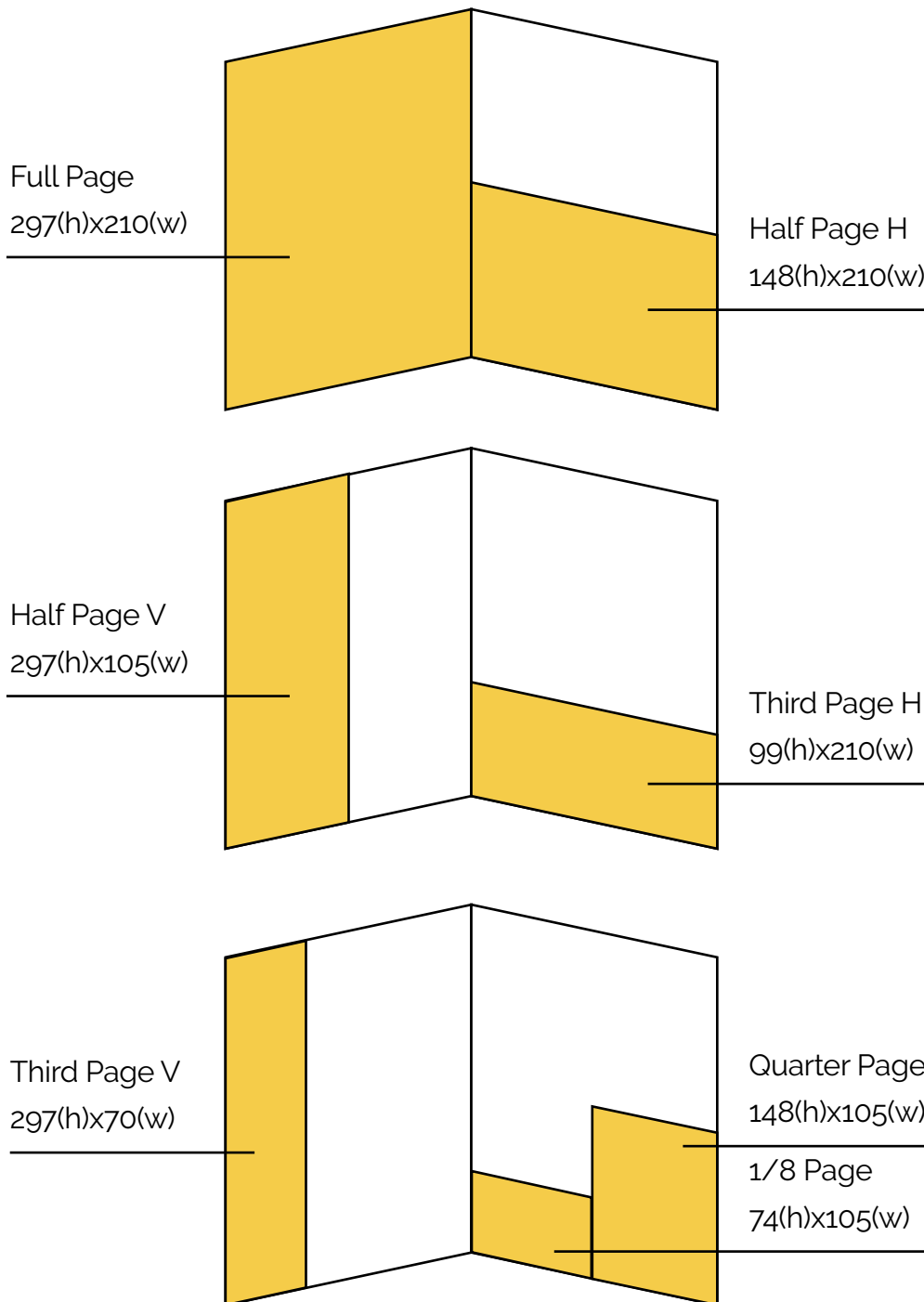
We can design for you!  
We can design an ad specifically for inclusion in *The qb*. If you would like to take advantage of this service, please phone Linda Nevell 07 3354 5627 or email qb@qb.org.au.

# Material Requirements

Please supply artwork in the following format:

- Complete artwork can be supplied as: PDF, EPS or JPEG
- All images must be 300dpi
- Type should be converted to paths or flattened
- Please ensure all files are CMYK
- Please add 5mm bleed allowance

Only digital material will be accepted. All artwork to be submitted as press ready PDF files emailed to qb@qb.org.au - files exceeding 4mb should be sent via dropbox or mailed (on USB) to PO Box 6166 Mitchelton Qld 4053.



# Terms & Conditions

No cancellations of space can be accepted after the published booking deadline.

If copy is not received by deadline date, the publisher\* reserves the right to insert copy previously published.

The positioning or placing of an advertisement is at the publisher's discretion, except where specifically agreed to by the publisher and a loading is paid by the client.

Whilst all care will be taken, the publisher cannot be responsible for any problems resulting from supplied digital files.

The client warrants that the advertisements to be placed pursuant to this order will -

- contain no defamatory, obscene or otherwise unlawful matter;
- not infringe any rights, including copyright, or any third parties;
- comply with the Standards of The Media Council of Australia, The Advertising Standards Council, all other relevant regulatory bodies and;
- not, in any way, be false, misleading or deceptive or otherwise breach any provision of the Trade Practices Act.

The publisher reserves the right to reject any advertisement and no correspondence will be entered into in this regard.

\*Queensland Baptists