

sportsbeat

December 10-16, 2010 Vol. 19 No. 49

FREE
EVERY
WEEK



Australia's bowling attack has failed miserably in the first two Ashes Tests ... with the nation in panic mode, the question is:

WHO TO NOW?

media kit



PROUD SPONSOR OF FOOTY IN SA
IT PAYS TO BE A LOCAL

Sportsbeat is a local sporting magazine distributed through clubs and hotels on Friday.

Sportsbeat provides local news; views and opinions on AFL, SANFL and amateur football, racing, cricket, soccer, baseball, jokes, sporting features and inside stories. Sportsbeat features columnists Wayne Weidemann, David Wildy on AFL, Chris Kendall on SANFL and "Hollywood" Syd McDonald tips on racing.

For over 15 years Sportsbeat has been a part of South Australia's sporting culture and is a unique environment to market a cost effective message to sports loving South Australians.

TARGET MARKET

Males 18-65

Demographic AB, C, D, E

DISTRIBUTION/CIRCULATION

Thursday: selected sporting clubs

Friday: Hotels and Clubs 7,500

ADVERTISING RATES*

	Full Page	Half Page	Quarter Page	Strip
	25x5	12x5	7x5	4x5
Mono	\$1250	\$600	\$300	\$200
Colour	\$1750	\$900	\$500	\$325

*All rates are quoted ex GST. Colour opportunities are subject to availability.

Production cost of \$100 applies to ads built by Solstice Media.

Prices subject to change without notice.

FREQUENCY DISCOUNTS

Placements must run at least fortnightly to qualify

3 insertions 10%

6 insertions 20%

13 insertions 30%

26 insertions 40%

LOADINGS

Front cover 100%

Back cover 50%

MATERIAL SPECIFICATIONS

FULL PAGE 250mm high x 180 mm wide

HALF PAGE 120mm high x 180 mm wide

QUARTER PAGE 70mm high x 180 mm wide

STRIP 40mm high x 180 mm wide

IMAGE SUPPLY

All imagery & logos etc must be supplied in high resolution jpg, tif, eps.

If specific colour is required for advert being built, please supply CMYK breakdown. No spot colours.

FINAL ARTWORK

Supplied in hi-res PDF with all fonts embedded/outlined.

CMYK only. No spot colours. Black type must be 100% black, not made up of CMYK.

PROGRAMS USED

Adobe Indesign CS3

Illustrator CS3

Photoshop CS3

DELIVERY METHODS

Quickcut

Websend

E-mail press ready PDF to advertising@solsticemedia.com.au

DEADLINES

Publication date Weekly, refer to distribution table

Booking deadline Tuesday prior to publication

MATERIAL DEADLINE

Complete 5pm Wednesday prior to publication

Incomplete 5pm Tuesday prior to publication

ADVERTISING

Phone 08 8224 1600 | Fax 08 8224 1650

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EDITORIAL

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