

NEWSRAIL

advertising rates

Newsrail is published by the Australian Railways Historical Society Victorian Division Inc, and circulated to its members, subscribers, to over 300 newsagencies and rail enthusiast outlets throughout the state, interstate, even overseas.

Newsrail is published monthly (12 times per year).

Standard and discounted rates

Description	Size		Rate (GST Inc)
	Width	Height	
Outside Back Cover	210 mm	297 mm	\$350.00
Full Page (inside)	210 mm	297 mm	\$300.00
Half Page (Vertical)	91 mm	267.5 mm	\$175.00
Half Page (Horizontal)	190 mm	130 mm	\$175.00
¼ Page	91 mm	137.5 mm	\$110.00
Business Card Mono	91 mm	55 mm	\$60.00

A 10% discount applies for an advertisement appearing in three consecutive issues, and a 20% discount applies for an advertisement appearing in twelve consecutive issues.

Classified advertising

ARHS Victorian Division Members:	\$0.20 per word with a minimum charge of \$5.00 per insertion
Non-ARHS Victorian Division Members:	\$0.40 per word with a minimum charge of \$10.00 per insertion
Commercial Organisations:	\$1.50 per word with a minimum charge of \$25.00 per insertion

Optional Additional Services:

Facebook: If required, the advertisement can be featured on Newsrail's Facebook page for the same number of months as the printed advertisement. The fee for this service is a 20% surcharge on the net Advertising Fee Rate

Design fee: If required, design services can be provided. The fee for this service is \$75.00 for the first hour and \$37.50 for each half-hour thereafter.

Flyers: can be circulated via the monthly dispatch to ARHS Victorian Division Members and other subscribers. To contain costs, flyers are sent electronically to most members and in paper form by post to the remainder. The fee per mail-out depends on the flyer size. Based on 275 printed copies, prices are:

- A5 unfolded: \$17.75
- A4 unfolded or A5 folded: \$38.50

Advertising format and advertising deadlines:

Advertising material is to be supplied in a digital file format. Material must be sent at least 4 full weeks before the beginning of the month of publication unless otherwise discussed.

Contact us

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