



**Design**  
Institute of Australia | The Voice of Professional Design

spark

**Advertising Rates  
& Requirements  
2010 / 2011\***

spark

Design Institute of Australia | The Voice of Professional Design



**Drawing from the heart**

French literary critic and novelist, Claude Lévi-Strauss, once asserted that "The important thing is this: To be able at any moment to surrender what we are for what we could become."

The verbal and physical relationship between the artist and the work is a complex one. It is a relationship that is often described as a "dialogue" between the artist and the work. The artist is the one who initiates the dialogue, and the work is the one who responds. The relationship is often described as a "dialogue" between the artist and the work. The artist is the one who initiates the dialogue, and the work is the one who responds.



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**Divine light**

Great design often contains unexpected juxtapositions.


Outcry ideas, new ways of looking at old paradigms, or creating a blissful marriage between elements that on first appraisal have little or nothing in common.

Worthless ground

It may be taking them that one of the most beautiful things in life is to be surprised. It may be taking them that one of the most beautiful things in life is to be surprised. It may be taking them that one of the most beautiful things in life is to be surprised.

Insulated by nature

The Fusion Lighting range grew from a subtle juxtaposition of the organic and the artificial. The Fusion Lighting range grew from a subtle juxtaposition of the organic and the artificial. The Fusion Lighting range grew from a subtle juxtaposition of the organic and the artificial.



www.design.org.au

SPARK is the national newsletter of the Design Institute of Australia (DIA) – Australia’s only multidisciplinary organisation representing all Australian professional designers.

SPARK is a high quality, contemporary design newsletter that is targeted at and distributed directly to all DIA members.

SPARK is also distributed to design events, tertiary design courses and other design related businesses and professionals.

SPARK provides your company with an exclusive opportunity to promote your products and services in a high profile, official, national newsletter of Australia’s most prominent and authoritative multi-disciplinary design organisation.

>

## SPARK advertising principles

Display advertising in SPARK is offered on an 'exclusivity' basis.

That is, the amount, style, position and format of advertising accepted for SPARK is strictly controlled so that advertisers can obtain maximum exposure for their advertisements, without being swamped by large numbers of competitors.

By limiting the total numbers and size of advertisements, the overall design, readability and inviting nature of SPARK is maintained to the benefit of all.

SPARK does not accept sponsorship or similar forms of corporate advertising.

Please note that advertising in SPARK is restricted to the second half of each issue, whatever the total page numbers in that issue.

For example: a four page edition of SPARK will have advertising space available on pages 3 and 4; an eight page edition of SPARK will have advertising space available on pages 5, 6, 7 & 8.

The maximum number of advertisements available on each inside, rear section page of SPARK is three.

The maximum number of advertisements available on the back page of SPARK is two.

Advertisements placed in SPARK are allocated on a 'first come, first served' basis for each page.

Requests for specific pages or positions do not incur additional loadings.

Any additional, non-stapled, insert pages in SPARK that may be added from time to time, will be assessed for advertising suitability on an individual basis, and clients advised accordingly.

All advertising submitted to SPARK should reflect high quality design principles and be of direct relevance to the design profession.

The DIA reserves the right to reject any advertisement it feels is not in keeping with the quality or desired purpose of SPARK, and will be the final arbiter of any such decision.

Specific details of available advertising sizes, formats and page positions in spark are provided elsewhere in this document.

## Publication details

SPARK is currently published three times per year, in approximately March, July and November.

Current circulation figures for SPARK (as at December 2008) are approximately 4,500 (unaudited).

Circulation figures for SPARK may vary occasionally, with the overall trend being upwards.

Professional Australian designers who receive SPARK include the following design categories:

- Industrial Design
- Interior Design
- Interior Architecture
- Graphic Design
- Visual Communication
- Multimedia
- Exhibition and Display Design
- Textile Design
- Fashion Design
- TV, Film and Theatre Set Design
- Design Management
- Design Education
- Jewellery Design
- Furniture Design
- Interior Decoration
- Architecture (practising in Interior Architecture/Design)

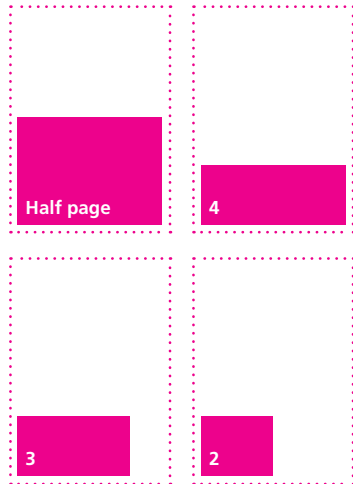
## Advertising Deadlines

Advertising artwork for Spark must be received four calendar weeks prior to the month of issue publication.

Unless previously booked, advertising will be allocated within each issue on a 'first come, first served' basis.

# Advertising Rates 2010 / 2011

## Inside pages\* \_Advertisement price per issue\*\*



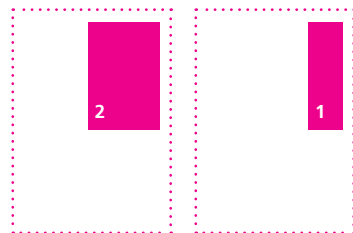
Full colour	Size	Casual	2 issues or more
Half page ad	267 mm wide x 180 mm high	\$2900	\$2700
4 column ad	267 mm wide x 110 mm high	\$1800	\$1650
3 column ad	198 mm wide x 110 mm high	\$1200	\$1100
2 column ad	130 mm wide x 110 mm high	\$600	\$550

\* Second half of newsletter only.

\*\* All prices are exclusive of 10% GST

NB\_ Maximum number of advertisements available on each inside, rear section page of SPARK is three, with total advertising area per page not to exceed the largest ad specified above.

## Back page only \_Advertisement price per issue\*\*



Full colour	Size	Casual	2 issues or more
2 column ad	130.5 mm wide x 200 mm high	\$2400	\$2200
1 column ad	62.5 mm wide x 200 mm high	\$1200	\$1100

\*\* All prices are exclusive of 10% GST

NB\_ Maximum number of advertisements available on the back page of SPARK is two, being either one, 2 column ad or two, 1 column ads as specified above.

## Advertising bookings & enquiries

Contact **David Mellonie**

DIA Communications Officer

Monday to Wednesday

Telephone 0422 916 565

Email [media@design.org.au](mailto:media@design.org.au)

## Spark newsletter advertising inserts

In addition to display advertising in the DIA's Spark newsletter, loose leaf insert advertising is also available for each edition on a limited basis.

General rules and requirements regarding acceptability of any inserts are broadly the same as the DIA's requirements for display advertising, with the following additional requirements:

- Any Spark advertising insert that the DIA accepts from any company must only advertise that company's products or services, and do so in a 'display' type format, rather than as a newsletter, or any other format or content likely to clash with the Spark newsletter.
- Advertising inserts will be restricted to one insert per edition of Spark (to maximise the advertiser's readership, and minimise any 'junk mail' perceptions) – and is also limited to one insert per year, per company.
- Advertising inserts must be supplied no larger than A4 size and have a total page area no larger than A3. Paper weight must not exceed 150gsm. For inserts outside this specification please contact the Communication Officer.
- DL folded size is also acceptable if preferred.
- Advertising inserts in Spark will be distributed strictly on a national basis, and cannot be segmented in any way.
- Final artwork proofs must be sent via email to the DIA Communications Officer ([media@design.org.au](mailto:media@design.org.au)) for approval of content prior to printing.
- Once approval has been obtained by the DIA, the printed inserts should be supplied to the DIA National Office in Melbourne, one week after the relevant display advertising deadline for that edition, printed and folded (if required) ready for insertion.

Advertising inserts will be included with all copies of Spark printed in that edition, mailed to all DIA members throughout Australia, plus additional selected design organisations and venues nationally.

Numbers printed per Spark edition may vary, but the current number per edition is 4500, and the trend is upwards.

The insertion cost for an advertising insert in Spark as described above is \$2,900 + GST, which includes all postage and handling costs.

In addition to the placement of an insert in Spark, a company may also take out display advertising in that same edition.

## Delivery Address

Send to **Goran Rupena**

c/- Icarus Design  
PO Box 329,  
Melrose Park  
South Australia 5039

Email [spark@design.org.au](mailto:spark@design.org.au)

Please ensure your package or email is clearly identified as 'SPARK Advertisement'.

## Material Specifications

### Printing

- Sheet fed offset

### Resolution

- 175 lpi (from 300 dpi CMYK images)

### Stock

- 100 gsm Onyx Smooth Bright White (recycled stock)

### Digital media

- All advertisements must be supplied in digital media as a print-ready PDF, preferably as a CD-ROM.
- If supplied via email, maximum size must be no more than 10MB.

### Fonts

- Only postscript fonts will be accepted.
- We do not accept True Type fonts.
- All fonts for both printer and screen must be embedded or supplied.

### Colour

- Text and images must be supplied CMYK or greyscale.
- We do not accept RGB, other colour formats or embedded colour profiles.

### Images, illustrations, logos

- TIFF or EPS preferred
- JPEG will be accepted subject to acceptable quality (300 dpi min, actual scanned size) and will be converted to TIFF & CMYK

### Proofs

- All advertisements must be accompanied by a hard copy colour proof.

### Storage

- Advertising material will be held for up to six months from the date of publication, after which it will be deleted or destroyed.

### Delivery or return

- The pick up, delivery, and/or return of all advertising material to or from the publishers must be organised by the client at the client's expense.

\*SPARK rates and requirements are correct as at 1/10/09, but may be subject to change at any time.

## Material requirements

### Digital artwork for Computer to Plate reproduction

- Digital files must be in print-ready PDF format.
- It is the advertiser's responsibility to ensure that the artwork will process without difficulty.
- Problem files, alterations or corrections required to process will incur a minimum extra production fee of \$200.

### Trading terms

- 30 days from date of invoice.
- Contract pricing holds only if paid within our trading terms.
- If payment is not received by the due date, the price reverts to the casual, one-time rate and interest will be charged.

### Cancellations

- Cancellations must be made one week before the booking deadline or the client will be liable for the agreed charge.
- In the event of a contract booking not running in full, all previous charges in that contract will revert to casual rates.
- The publisher reserves the right to repeat a previous advertisement at the correct size where the booked advertisement has not been submitted on time.
- Late material may attract an extra charge.

### Publisher's rights

- The publisher reserves the right to decline or omit any advertisement.
- All advertisements submitted must conform with the publisher's requirements for quality, content and relevance to the design professions.
- The publisher also disclaims liability for any loss arising from the omission or incorrect printing of any advertisement, however caused.
- If, for any reason, the client or his or her agent believes that any associated charges are the responsibility of the publisher, the latter must be consulted and agreement reached prior to the cost being incurred.
- Failure to do so will absolve the publisher from any liability to pay.