

# Media Kit 2013

## WELCOME

We are delighted to invite you to participate in Strata Voice, an e-book sent to strata managers, body corporates and residential strata unit owners throughout New South Wales, Queensland and Victoria.

With a distribution in excess of 100,000 copies and growing, Strata voice is well positioned to be the voice of residential strata and provides an excellent opportunity for businesses to penetrate this rapidly growing market.

Published by Vizcom Australia. Strata Voice will show case issues facing strata unit owners, by way of specialised features with editorial supplied by industry specific bodies.

Strata unit owners will also be invited to participate in a forum whereby they can discuss problems they might be having with their Body Corporate or strata management.

NSW Fair Trading will provide a column to respond to readers' issues.

Other topics to be featured over the coming issues include:

- Dispute Resolutions
- Building Maintenance and Levies
- Strata Insurance
- Property Investments
- Legal Issues
- Tradesmen Qualifications
- Security
- Sick Buildings
- Obligations of an Owners Corporation

There will also be a comprehensive tradesmans and services index.

Best Regards  
Bob Loizou – Director  
Vizcom Australasia

A NEW VOICE FOR STRATA LIVING  
**STRATAVOICE.COM.AU**

### Contact Strata Voice

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## ADVERTISING RATES AND DISTRIBUTION

### Distribution:

- Strata Managers
- Property Developers
- Local Government
- Strata unit owners and body corporates



### Advertising Rates

DISCOUNTS		0.00	3%	4.50%	6%
ADVERTISEMENT	LOADING	CASUAL	X2	X3	X4
Executive Sponsor					\$13,500
Principle Sponsor					\$11,000
Double Page Spread		\$4,770	\$4,627	\$4,555	\$4,484
Full Page		\$2,650	\$2,571	\$2,531	\$2,491
1/2 Page		\$1,855	\$1,799	\$1,772	\$1,744
1/4 Page		\$1,113	\$1,080	\$1,063	\$1,046
1/8 Page		\$395	\$325	\$295	\$250
Inside Front Cover	20%	\$3,432	\$3,329	\$3,277	\$3,226
Inside Back Cover	20%	\$3,114	\$3,020	\$2,974	\$2,927
Outside Back Cover	25%	\$3,803	\$3,689	\$3,632	\$3,575

Inserts are pre printed and designed by the advertiser \* 2pp Post Card requires a Full Page Support Advertisement  
 \* 5% Discount for full payment upon booking \* Maximum discount of 10%

## SPONSORSHIP PACKAGES

SPONSORSHIP		RATE PER ANNUM (exc. GST)
Principle Sponsor (Limited to 1 sponsor)	Exclusive contractor listing/ad within paper – IFC + 1,000 words editorial - four issues p.a. + company logo presented on index page & covers  Company profile on website with lead generation + website blog participation + company logo/link presented on website homepage  Company logo on quarterly e-Newsletter	\$17,400.00 (Price per issue: \$4,350.00)
Major Sponsor (Limited to 4 sponsors)	Preferred contractor listing/ad within paper – Full page. + 750 words editorial – four issues p.a. + company logo presented on index page  Company profile on website with lead generation + company logo/link presented on website homepage	\$13,400.00 (Price per issue: \$3,350.00)
Sponsor	Preferred contractor listing/ad within paper – ½ page. + 500 words editorial – four issues p.a. + company logo presented on index page	\$10,600.00 (Price per issue: \$2,650.00)

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## ARTWORK SPECIFICATIONS

### File Formats

Adobe Portable Document Format (PDF)  
Please prepare all PDF's as specified by the 3DAP guideline. Visit [3dap.com.au](http://3dap.com.au) for detailed instructions. Artwork is accepted on CD, DVD or by email (up to 5mb).

### Other Formats

InDesign, Photoshop and Illustrator are accepted as long as all fonts are included and all images are in CMYK mode. Illustrator files must have all fonts converted to outlines/paths. We do not accept Word, PowerPoint or Publisher files.

### Images

Minimum of 300dpi at 100% scaling. All Images must be in CMYK mode. Image file formats should be TIFF or composite EPS and should not be compressed.

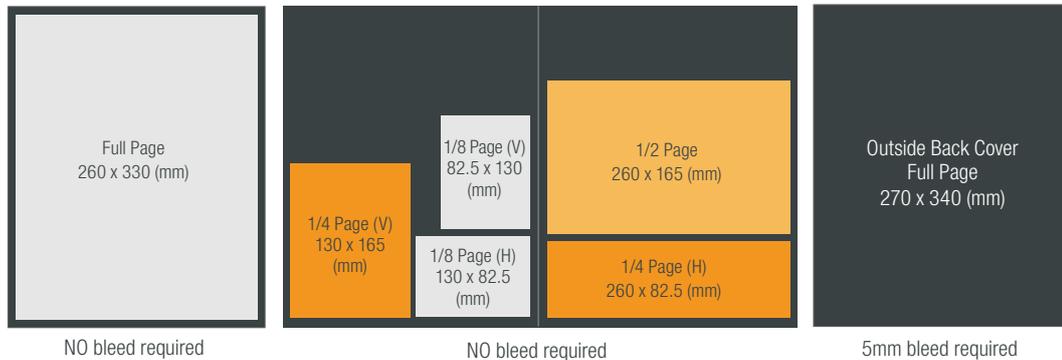
### Fonts

We accept Postscript fonts only; include both printer and screen fonts. We do not accept True Type fonts. PDF files are to have fonts embedded. Fonts should not be stylised.

### Production Charges

Advertising material supplied incorrectly may be subject to a production charge if Vizcom Australia is required to amend it. The surcharge is subject to the amount of time required by Vizcom Australia to correct the artwork.

Vizcom Australia does provide design services. If you require advertisement artwork get in touch to brief us.



ISSUE	MARCH / APRIL 13	JUNE / JULY 13	AUG / SEP 13	NOV / DEC 13
Booking Deadline	26 Feb	22 June	26 Aug	22 Nov
Artwork Deadline	28 Feb	25 June	28 Aug	25 Nov
Publish Date	7 March	4 June	4 Sep	4 Dec