



Australian Turfgrass Management Journal Advertorial Policy

Australian Turfgrass Management Journal (ATM) welcomes advertorials, but there are strict guidelines relating to their content and appearance. All advertorial copy is subject to the final approval of the editor and AGCSA General Manager and the AGCSA reserves the right to reject, in part or in full, any advertorial which does not comply with this policy or does not fit in with the overall design integrity of the journal.

In addition, if a conventional display ad which has been booked at a display ad rate takes the form of an advertorial, the AGCSA reserves the right to reject the advertisement, request the advertiser make the necessary changes to make the advertisement conform and/or charge an advertorial rate. The Australian Turfgrass Management Journal Advertorial Policy must be read in conjunction with the [AGCSA Advertising Policy](#) which can be found on the AGCSA website.

WHAT IS AN ADVERTORIAL?

An 'advertorial' is a paid advertisement which takes the form of a written article. It is designed to appear like a general editorial article and differs from conventional 'display advertisements' which primarily use graphics, photos and a small amount of text (e.g.: contact details, slogans, small user endorsements/references). The AGCSA welcomes advertorials, but there are strict guidelines relating to word limits and design and also prices advertorials differently to conventional display ads.

ADVERTORIAL COSTS, BOOKINGS, MATERIAL DEADLINES AND PLACEMENT

The AGCSA offers three levels of advertorial space within Australian Turfgrass Management Journal. These are:

- **Single page advertorial:** \$3000+GST
- **Double page advertorial:** \$4500+GST
- **Four-page advertorial:** \$7000+GST – *Please note that the four-page advertorial option must take the form of a three page advertorial with the fourth page a full page display ad.*

Advertorials must be booked before the booking deadline expires for each edition (see ATM Media Kit for dates) and cancellation fees will be incurred as outlined in the AGCSA Advertising Policy should the advertorial be cancelled after the booking deadline. Material deadlines (i.e.: the sending of the final print-ready PDF for layout) are the same as for conventional display ads and are outlined in the ATM Media Kit also. All efforts will be made to place advertorials towards the middle section of ATM, however, this can be subject to change depending on the layout of each particular edition. The AGCSA will not accommodate requests for preferred placement of advertorials.

ADVERTORIAL DESIGN REQUIREMENTS

As with conventional display ads, all advertorials booked to run in ATM are to be supplied to the AGCSA as ***print-ready, high-resolution PDFs that have been professionally designed.*** If the advertorial provided to the AGCSA is not in a print-ready, high-resolution format (i.e.: sent through in a Word format) it will be rejected. Likewise, if the advertorial fails to meet the design requirements outlined below it will not be approved for publication.

If you do not have access to an advertising agency, the AGCSA offers a full design service for the creation of your advertorial. In this instance a one-off fee of \$500+GST will be charged for the make-up of your advertorial on top of the above advertorial costs. (Please note this ***does not*** include generation of the editorial component of the advertorial. All editorial and photographic/illustrative material must be supplied to the AGCSA by the advertiser and in the case of photos these must be supplied as high resolution jpeg or tiff files.)

Word Limits

The following word limits must be adhered to (please note this word limit includes headline, photo/illustration captions, company slogans and contact information).

- **Single Page Advertorial:** 500 words maximum;
- **Double Page Advertorial:** 1000 words maximum;
- **Four-Page Advertorial:** 1500 words maximum;

Graphical elements

The advertorial must include a number of graphical elements to assist in differentiating it from general editorial:

1. **Border:** A 1.5cm, single-colour border must be included around the entire advertorial. This colour should, ideally, be in line with your company's corporate colours. The use of garish colours not fitting in with the design of ATM will be rejected. The use of white or off-white colours are not permissible. If you are unsure, use black as the default colour.
2. **Advertisement label:** In the top right hand corner of the border the word **ADVERTISEMENT** must be placed in Palatino Linotype Bold 12pt uppercase font.
3. **Company logo.**
4. **Graphical elements:** In addition to the border and company logo, all...
 - a. Single page advertorials must include a minimum of two graphical elements (a graphical element can be a photo, chart, table, illustration);
 - b. A double page advertorial must include a minimum of four graphical elements (a graphical element can be a photo, chart, table, illustration);
 - c. A four-page advertorial must include a minimum of six graphical elements (a graphical element can be a photo, chart, table, illustration);

Fonts and font size

It is preferred that all text contained within the advertorial be presented in Palatino Linotype font.

- **Normal text:** Palatino Linotype Regular 9pt (with 11pt leading);
- **Subheads:** Palatino Linotype Bold 9pt (with 11pt leading), uppercase;
- **Headlines:** Palatino Linotype Bold 21pt (with 24pt leading), uppercase;

The AGCSA will make an exception where a company uses a specific font for their marketing collateral, as long as it is not the same as the body text font (Swis721) within ATM

Dimensions

Advertorial dimensions are the same as ATM display ads:

- **Single Page Advertorial:** 210mm wide x 287mm high
- **Double Page Advertorial:** 420mm wide x 287mm high
- **Four-Page Advertorial:** 2 x double page spreads

PDFs must have a 5mm bleed with registration off, trim/crop marks on but offset from bleed by 4mm.

FURTHER INFORMATION

For further information about the Australian Turfgrass Management Advertorial Policy contact:

Mark Unwin
CEO, AGCSA

Phone: (03) 9548 8600
Mobile: 0438 320 919
Fax: (03) 9548 8622
Email: mark@agcsa.com.au
Web: www.agcsa.com.au

Brett Robinson
Editor, AGCSA

Phone: (03) 9548 8600
Mobile: 0434 144 779
Fax: (03) 9548 8622
Email: brett@agcsa.com.au
Web: www.agcsa.com.au