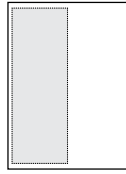


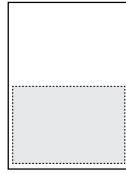
ADVERT VISUAL GUIDE



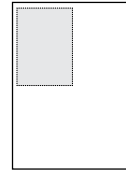
Full page
205mm (w) x 293mm (h)
+ 10mm bleed



Half page ~ vertical
90mm (w) x 260mm (h)



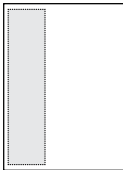
Half page ~ horizontal
185mm (w) x 128mm (h)



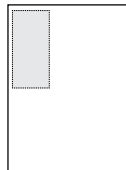
Quarter page ~ vertical
90mm (w) x 128mm (h)



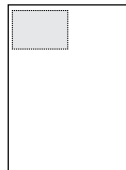
Quarter page ~ horizontal
185mm (w) x 62mm (h)



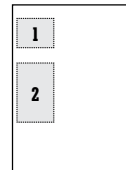
One column (1/3)
59mm (w) x 260mm (h)



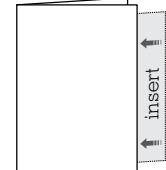
Half column (1/6)
59mm (w) x 128 (deep)



Eighth page
90mm (w) x 62 (h)



Directories
1 59mm (w) x 46mm (h)
2 59mm (w) x 94mm (h)



Inserts
Max size A4 (210mm x 297mm) + 10mm bleed

SUPPLYING ARTWORK REQUIREMENTS

In the case where the artwork is supplied: A Press-ready PDF at 100% must be supplied as 300dpi CMYK

TERMS & CONDITIONS

All prices include GST and agency commission of 10%.

All advertising must be paid for in full prior to publication, including multiple bookings, unless otherwise agreed.

CANCELLATION POLICY

The Westender assumes no liability for any advertisement whether or not it is supplied as finished art by the advertiser.

The Westender shall not be liable to any advertiser for any loss that results from the incorrect publication, positioning or omission of its advertisements.

Payment is due upon receipt of invoice unless prior account arrangements have been made. In the event that the Advertiser fails to make timely payment, the Westender may immediately cancel all future orders for advertising.

The Advertiser will pay interest at the 12% P/A accruing daily on any amount payable under this agreement that is not paid by the due date and all costs and expenses incurred in recovering any amount owed to the Westender, including legal costs on a solicitor/client basis.

Past due accounts are eligible to be passed to a collection agency or solicitor for recovery action. Accounts passed to this collection agency or solicitor may be listed on a credit bureau database. This listing may impact the ability of the Advertiser to secure further credit facilities.

All advertising copy that represents the creative efforts of the Westender's publisher 3E Innovative Pty Ltd and the Westender and/or the utilisation of creativity, illustrations, labour, composition or material furnished by these parties remains the property of the Westender and 3e Innovative, including all rights of copyright therein. Advertisers cannot authorise photographic or other reproductions, in whole or part, of any such advertising copy for use in any other medium without the express written consent of the Westender and/or 3e Innovative Pty Ltd.

A cancellation charge of 60% will be made for cancellations made after the material deadline for any issue of the Westender or if artwork is not supplied in time for publication. All booking forms need to be signed and returned to the Westender by the advertiser prior to the material deadline to confirm the booking and your advertising place in the magazine. Placing this order for advertising is construed as an acceptance of all rates and conditions, under which advertising space is sold, at the time, by the Westender and such order, when accepted by the Westender, shall constitute a contract.