

# explore



*advertise*  
IN EXPLORE MAGAZINE

## INFORMATION FOR ADVERTISERS

### ADVERTISING POLICY

This advertising policy guides editorial decisions about the suitability of paid advertising in *Explore* magazine.

The Australian Museum reserves the right to support advertising clients based on the alignment of their product(s) and organisation(s) to the Museum's vision and purpose.

By accepting paid advertising the Museum is not endorsing or recommending the advertised product or service. The inclusion of any advertisement should not compromise the credibility of the Australian Museum.

The Australian Museum reserves the right to refuse an advertisement if it is considered to be inappropriate for

the magazine's audience. For example, this would include advertising alcohol, adult products or related services.

No party-political or religious advertising will be accepted. It is the advertiser's responsibility to ensure that their material conforms to relevant State and Federal trade practice laws.

### ADVERTISING AND EDITORIAL

The total volume of display advertising shall not exceed 10% of magazine pages. All covers and page 1 are reserved for the Museum's use. Ad bookings are accepted subject to availability of space and ad placement is at the discretion of the Museum. Ads should be clearly identifiable as such, and the Museum reserves the right to add the word 'advertisement' where required. *Explore* does not undertake contra arrangements on a content-for-advertising basis or publish supporting advertorials. Information in this media pack is correct at the time of printing.

### ENVIRONMENTAL STATEMENT

*Explore* is produced using carbon-neutral processes under an ISO 14001 environmental management system. It is printed on ecoStar, a carbon-neutral paper made from 100% post-consumer recycled waste, using alcohol-free, vegetable-based inks made from renewable sources.

### Advertising contact

Brendan Atkins, editor *Explore* magazine  
phone 02 9320 6249,  
email [explore@austmus.gov.au](mailto:explore@austmus.gov.au),  
[www.australianmuseum.net.au/explore-magazine](http://www.australianmuseum.net.au/explore-magazine)

# advertise

## IN EXPLORE MAGAZINE



size	height	width
full page	239 mm	186 mm
half page	116 mm	186 mm
third page	75 mm	186 mm
quarter page	116 mm	90 mm
banner	56 mm	186 mm
column	239 mm	60 mm

## INFORMATION FOR DESIGNERS

### FILE SPECIFICATIONS

*Explore* magazine accepts advertising material only as press-quality pdf files with all fonts embedded. All images should be at 300 dpi at actual size. Designers should ensure colours are CMYK process, not RGB or PMS.

Advertisers should provide a hardcopy colour proof with their material. We will endeavour to ensure that print quality matches the proof supplied but take no responsibility for colour variations or problems with supplied files.

**Magazine inserts** must be folded to be machine-insertable (C or roll folds, not Z or concertina folds) to a maximum size of 210 x 275 mm. It is the advertiser's responsibility to ensure inserts are delivered to the specified mailhouse by the due date. Contact the editor for further information about mailing inserts.

### FILE DELIVERY

**Courier/post** Deliver files by the material deadline on CD or DVD to:  
Editor *Explore* magazine, Australian Museum  
6 College Street Sydney NSW 2010

**Email** Send files as attachments to [explore@austmus.gov.au](mailto:explore@austmus.gov.au).  
If attachment size exceeds 8 MB, contact the editor ([explore@austmus.gov.au](mailto:explore@austmus.gov.au), t 02 9320 6249) for dropbox delivery instructions.

### MAGAZINE SPECIFICATIONS

Two issues per year (from 2014/15);  
40 pages + cover (extent of magazine may vary); dimensions 210 x 275 mm.

Printed 4-colour process, varnished throughout on uncoated recycled stocks (see environmental statement, over).

### AVAILABLE FORMATS

full page  
239 x 186 mm

quarter page  
116 x 90 mm

half page  
116 x 186 mm

banner  
56 x 186 mm

column  
239 x 60 mm

third page  
75 x 186 mm