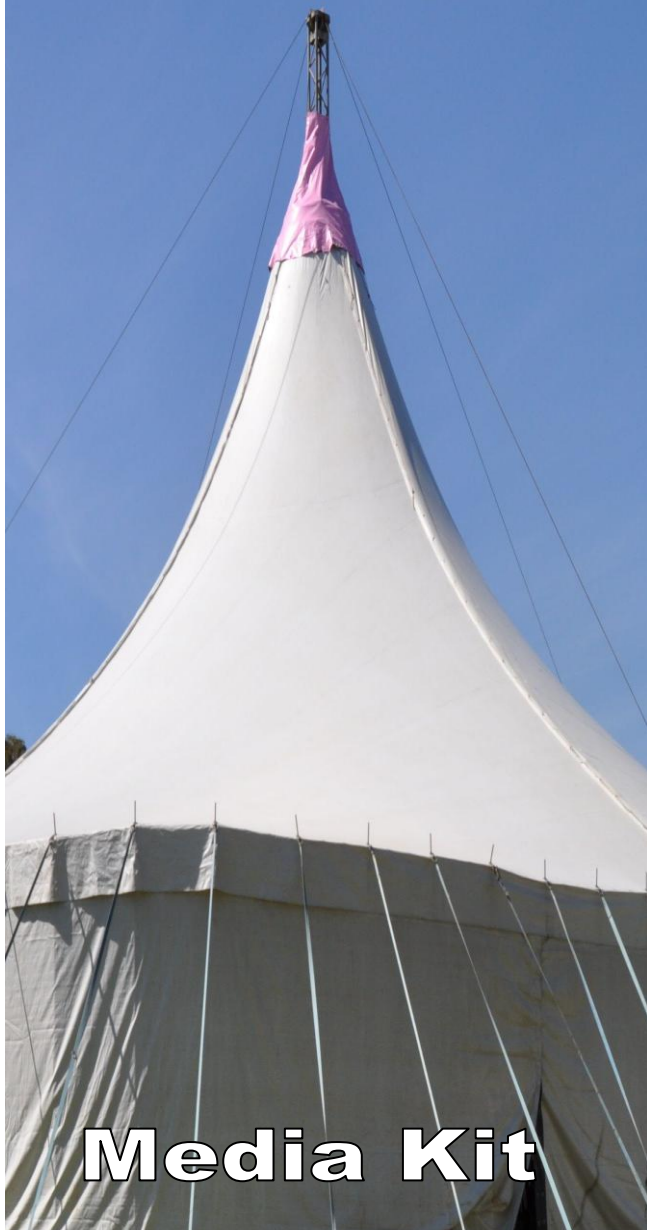


# 2011 Feast Guide



Media Kit

Located in Adelaide – the Festival City, **Feast** is Australia's largest gay and lesbian arts and cultural festival. Drawing artists and performers from around the world, this annual event gives people within the gay and lesbian community an outlet to really express who they are.

The complete and sought after program to the 2011 **Feast** festival lists the full program of events and major highlights. The **Feast** Guide is indispensable – with full ticketing details, a 2011 festival planner and detailed information on every event occurring for the entire duration of the season.

30,000 copies will be distributed across Australia, assisting both tourists and locals alike, as well as a fully downloadable pdf version being available from our website. The Guide has an estimated readership of 150,000 people.

The Feast Guide provides the perfect marketing opportunity for your business or organisation.

### Official Feast Guide Publishing Schedule 2011

Booking Deadline: Friday 5 August  
Artwork Deadline: Friday 12 August  
Launch Date: Friday 16 September

### Rates (Excluding GST)

Back Cover	\$ - by Negotiation
Full Page Inside Front Cover	\$ - by Negotiation
Full Page	\$ - by Negotiation
Half Page Vertical/Horizontal	<b>\$ 990</b>
Quarter Page Horizontal	<b>\$ 520</b>
Eighth Page	<b>\$ 300</b>

*(Fees remain almost unchanged since 2009)*

### Ad Specifications

#### Back Cover, Inside Cover and Full Pages

Trim 195 mm wide x 270 mm high

**add 3 mm bleed** - Maximum type area 175 mm wide x 250 mm high

#### Half Page Vertical

87 mm wide x 254 mm high **No bleed**

#### Half Page Horizontal

179 mm wide x 125 mm high **No bleed**

#### Quarter Page Horizontal

179 mm wide x 60.5 mm high **No bleed**

#### Eighth Page

87 mm wide x 60.5 mm high **No bleed**

### Supply of Artwork

Artwork must be supplied as least 300dpi, fully checked and proofed by the client, as **a press ready pdf, as a high quality jpeg or as an .eps file only**. Ideally, a full colour laser print of the advert should also be supplied along with the artwork on a CD/DVD, or via email. All fonts must be embedded and the Full Page options must contain bleed and crops.  
No other formats will be accepted.

### Artwork Service provided

If you need help with putting together your advert for the Feast Guide, we can provide the contact details of the Feast Guide Designer, who can assemble your artwork for a very reasonable fee.

If you require this service please contact Feast on (08) 8463 0684

**Book in your advertising space now by completing the attached booking form.**





# **FEAST GUIDE 2011**

## **ADVERTISING SPECIFICATIONS**

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### **General conditions**

- The publishers reserve the right to refuse any advertisement considered unsuitable for inclusion in the publication.
- The publishers reserve the right to cut or alter any prints or art work or other materials supplied by the advertiser in order to conform to printing and/or layout requirements, without being responsible for any loss.
- The publishers reserve the right to place the word “advertisement” on any copy that too closely resembles editorial matter.
- No responsibility will be accepted where the publication is delayed by factors beyond the control of the publisher such as printing or local delivery.
- The publishers are not liable to accept cancellations/alterations to bookings after the stated booking deadline.
- No advertising copy will be accepted by telephone.
- In the event of in-kind support (contra), if the advertiser fails to provide all or part of the services offered in return for placement of the advertisements as agreed, the advertiser shall be liable to pay for the advertisement/s at the listed standard rate.
- The publisher shall not be liable for any loss or damage to any person resulting from the failure for whatever reason of any particular advertisement to appear.
- The provision of editorial does not form a part of this agreement and shall be provided at the absolute discretion of Feast Festival. The total invoice amount is for the publishing of the advertisement only.

### **Positioning of advertisements**

The positioning of advertisements is at the discretion of the Feast Festival who, whilst having due regard for the client's wishes, will take into account the guide's design requirements, technical necessities and the need to present the entire contents to the reader in a form deemed suitable and appropriate.

### **Approval of advertisements designed by Feast Festival**

It is the client's responsibility to advise required corrections by the date stipulated, otherwise a correct proof is assumed.

### **Accuracy of colour reproductions**

While the Feast Festival endeavours to produce the guide to very high technical standards there are commercial colour printing limitations. As such, no guarantee of precisely accurate colour reproduction is given or implied by the publishers. The risk of poor reproduction is greatly increased when non-professional or sub standard artwork that does not include colour bars/gray scales are supplied and no professionally produced pre-press proof is provided. It is the client's responsibility to satisfy their artist requirements of accuracy. Similarly this applies to reproductions from digital scans supplied on disk. When in doubt, please seek our advice.

### **Proofs**

Proofs supplied by the client remain the property of the client and will be returned following printing if requested. Whilst the image supplied by the client is the property of the client, the final Guide proofs are the property of the publisher.

### **Artwork**

- The client has the option to supply complete artwork for reproduction or to use the publisher's services to produce artwork for the client up to specifications. When materials supplied by the client are considered by the publishers to be unsatisfactory for good reproduction, the client will be required to re-supply. Whilst not the responsibility of the publisher, the publisher reserves the right to correct or remake the artwork. For information on these fees, please contact our office.
- The publisher shall not be liable in any manner for any loss or damage whatsoever to any positives, art work or other materials the property of the advertiser which may be deposited with the publisher for the purpose of fulfilling the order, but such materials shall at all times and in respect of all things remain at the risk of the advertiser.

## **Payment terms**

All approved advertising invoices are strictly 30 days net. Please ensure you have paid by 12th August 2011, adverts not paid for by that day may not appear. Note: All prices are subject to 10% GST (Prices are in AUD)

## **Indemnity and warranty**

The advertiser agrees to indemnify and keep indemnified Feast Festival in respect of all liabilities, losses, damages, costs or expenses whatsoever in relation to any claim, demand, action, suit or proceeding whatsoever brought by any third party arising out of, or in connection with, any material published by Feast Festival on behalf of the advertiser. The advertiser confirms that all advertising material and information submitted by or on behalf of the advertiser is such that its publication will not infringe the provision of any law or statute and will not give rise to any claim or right of action whatsoever against the Feast Festival whether at common law or under statute.

## **Advert specifications and costs**

See details on cover page for advertisement names, sizes and rates. Complete Advertising Booking Agreement form ASAP and fax to (08) 8231 8793 or post to:

FEAST Guide Advertising Coordinator  
FEAST FESTIVAL  
PO BOX 8183 Station Arcade, ADELAIDE SA 5000

1. Finished artwork must be supplied. Design or advertising building service is available on a fee for service arrangement
2. Files submitted must be compliant with attached specifications (with fonts embedded).
3. Artwork delivered on disk or email to [feast@feast.org.au](mailto:feast@feast.org.au)
4. A colour laser or similar proof **MUST** be supplied regardless whether you are emailing or posting your Artwork – you do not at your own risk. Please email to [gm@feast.org.au](mailto:gm@feast.org.au) or post all proofs to:

FEAST Guide Advertising Coordinator  
FEAST FESTIVAL  
PO BOX 8183 Station Arcade, ADELAIDE SA 5000

Prior to lodging your booking:

1. Check name of company (i.e. spelling / logo)
2. Check addresses and phone numbers.
3. Check costs and prices (if valid).
4. Check that all images are in required format
5. Check that all necessary fonts and images are embedded.
6. Check that all logos that are necessary are included.

Artwork to be titled Feast Guide Ad 11 Artwork - Company (your company name) and emailed to:  
[gm@feast.org.au](mailto:gm@feast.org.au)

## **OR**

Send artwork clearly marked **FEAST GUIDE 2011** to:

FEAST Guide Advertising Coordinator  
FEAST FESTIVAL  
PO BOX 8183 Station Arcade  
ADELAIDE SA 5000

*Booking deadline: Friday 5th August 2011      Payment deadline: Friday 12th August 2011*

*Artwork deadline: Friday 12th August 2011*

**Note** all cancellations made after booking deadline will be charged at full rate

For more information contact the Feast Guide Advertising Coordinator on 08 8463 0684

# Advertising booking contract 2011



## Booking details

Date: \_\_\_\_\_

Company name: \_\_\_\_\_

Postal Address: \_\_\_\_\_  
\_\_\_\_\_ State \_\_\_\_\_ P/Code \_\_\_\_\_

Contact: \_\_\_\_\_

Position: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

## Payment details

CHEQUE Please make CHEQUES payable to Feast Festival.

VISA / MASTERCARD Card number \_\_\_\_\_

Expiry date: \_\_\_\_/\_\_\_\_/\_\_\_\_

Name on card: \_\_\_\_\_ Signature \_\_\_\_\_

DIRECT DEPOSIT — Commonwealth Bank BSB: 065 006 Acct Number: 1005 6862

*Please use your Company Name as a reference*

## Advertising Rates (inc GST)

Back Cover \$ - Neg.  Half Page Vertical/Horizontal **\$990** + \$99gst = \$1089

Full Page (Inside front cover) \$ - Neg.  Quarter Page Vertical/Horizontal **\$520** + \$52gst = \$572

Full Page \$ - Neg.  Eight Page Horizontal **\$300** + \$30gst = \$330

**Total Cost \$** \_\_\_\_\_

## Acceptance

I/we confirm that the details set out herein correctly state our advertisement order with Feast Festival and this order is placed subject to Feast Festival's terms and conditions.

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Date: \_\_\_\_\_

**Thank you for supporting Feast Festival**

## Advertising enquiries and bookings

Chelsea Diprose  
FEAST Guide Advertising Coordinator  
FEAST FESTIVAL  
PO BOX 8183 Station Arcade  
ADELAIDE SA 5000  
Ph: 08 8463 0684  
Fax: 08 8231 8793  
E: [allthings@feast.org.au](mailto:allthings@feast.org.au)

ABN 24 022 052 762

Please fax, email or post a copy of this form and also retain a copy for your records