

# BioLogical

a journal for change



Be the change in the world you are living in.

BioLogical intends to provide a consolidated voice for organic, biodynamic and biological farmers at a commercial scale as well as reflecting upon ORICoops broader aims and vision for land stewardship, transition and preservation.

BioLogical will become an invaluable resource for farmers, consumers and investors and provide a platform for education, inspiration and the opportunity towards a better world by focussing on solution-driven conversations.

BioLogical, a voice of knowledge for organic and bio dynamic farmers in Australia, for ethical investors, for conscious people that are looking to be a part of the change in the world they seek.

We are currently seeking a commitment to advertising. The first two editions will be available online, published through ISSUU and embedded on the ORICoop website. The magazine will be distributed via ORICoop members along with an online marketing campaign intended to expose the magazine to a wider audience.

**Get involved Book your advertising. Email [nicky@nickysanders.com.au](mailto:nicky@nickysanders.com.au)**

2020 MEDIA KIT

# Guidelines

## booking deadlines

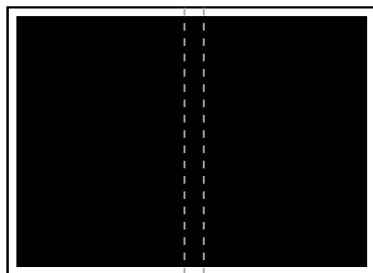
Issue	Booking/Confirmation Booking	Artwork Copy Deadline	Publication Date
Issue One	28 April	13 May	2 June
Issue Two	1 Sept	15 Sept	1 Oct

## prices

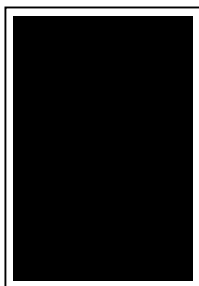
Size	ORICoop MEMBERS	Non MEMBERS
Double page full colour	\$ 1295	\$ 1495
Full page full colour	\$ 945	\$ 995
Half page	\$ 545	\$ 595
Quarter page	\$ 295	\$ 325

NOTE: Prices include GST

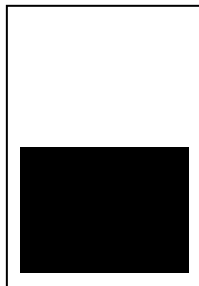
## advertising specifications



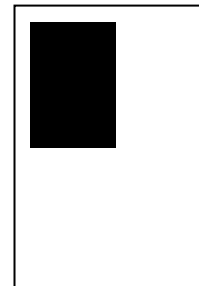
**Inside Double page spread**  
(no bleed)  
**Full page bleed** 291 h x 414mm w



**Full page (no bleed)**  
291 h x 204mm w  
**Please note:**  
Inside front, Inside back, Outside back cover are available as full page bleed. These positions also attract a 20% loading fee.



**Half page, horizontal**  
(no bleed)  
145 h x 204mm w



**Quarter page vertical**  
(no bleed)  
143 h x 100mm w

Artwork must be supplied as hi resolution (300dpi) PDF, JPEG or TIFF file with all fonts embedded.

Artwork must be CMYK. We do not accept spot colours and RGB images.

All Prices are inclusive of GST.

Please email or send via [wetransfer.com](https://wetransfer.com) to [nicky@nickysanders.com.au](mailto:nicky@nickysanders.com.au)

# BioLogical

## Advertising Booking Form

BUSINESS NAME				
MAILING ADDRESS				
SUBURB		STATE		POST CODE
PHONE				
EMAIL ADDRESS				
AUTHORISED BY		ORICoop Member*	YES	NOI
SIGNED		DATE		

### ADVERTISEMENT SIZE (prices include gst)

	ORICoop Member	Non Member		
<b>Double Page Spread</b>	\$ 1295	\$ 1495		
<b>Full Page</b>				
Inside front cover +20%	\$ 1134	\$ 1194		
Inside back cover +20%	\$ 1134	\$ 1194		
Run of Book	\$ 945	\$ 995		

	ORICoop Member	Non Member		
<b>Half Page</b>	\$ 545	\$ 595		
<b>Quarter Page</b>	\$ 295	\$ 325		

### PAYMENT DETAILS

Direct transfer

**Account Name** ORICoop Biological Journal

**BSB** 313 140

**Account number** 1225 6098

Please ensure your remittance or EFT advice are emailed to [nicky@nickysanders.com.au](mailto:nicky@nickysanders.com.au)

Credit Card – please complete the following:

**Credit card type**  Visa  Mastercard

**Card number** ..... CCV .....

**Expiry date** ..... / .....

**Name of card holder** \_\_\_\_\_

**Signature** \_\_\_\_\_

# BioLogical

## ARTWORK

We prefer all advertising material to be supplied complete as Hi Resolution Press Ready PDF files.

If artwork production is required all Images are to be provided in TIF or JPEG format converted to CMYK. For Text only files - please supply in doc. Or txt. format. Please note: Images must be supplied separately & not embedded in Word documents. Files can be supplied on USB Stick or emailed via [wetransfer.com](mailto:wetransfer.com) to [nicky@nickysanders.com.au](mailto:nicky@nickysanders.com.au). PDFs for full page adverts to be set up showing crop marks and allowing 5mm for bleed on all edges. All images must be saved at a resolution of 300dpi, CMYK mode, with all fonts embedded. All material supplied must be CMYK. Please note: PMS or RGB colour separations will not be accepted.

## ADVERTISING TERMS & CONDITIONS

1. FIRST TIME ADVERTISERS MUST ESTABLISH CREDIT FOR FUTURE ADVERTISING AND SUBMIT PAYMENT OF 100%. Prepayment is required for all non-credit approved advertisers.
2. Accounts become due on proof of insertion and in all cases must be paid within 30 days.
3. Colour screens will be matched to the best of the publisher's ability. Due to printing and ink variances, we cannot guarantee exact colour matches. No rebate will be made in the event of colour variations.
4. The publisher does not take responsibility for "show through" on advertisements.
5. Advertising insertion orders are accepted subject to the condition that the publisher shall have no liability for the failure to execute such advertising because of government restrictions, fires, strikes, accidents, acts of God or any other event beyond the publisher's control.
6. If, in the publisher's opinion, an advertisement looks like editorial material, the publisher may publish the advertisement under the heading 'Advertising', with a border distinguishing it from nearby editorial and in typefaces that differ from nearby editorial.
7. The advertiser must not submit advertising for publication that contains contact details for the advertiser if those contact details do not include the full name and street address of the advertiser. Post office box and email addresses alone are insufficient.
8. The publisher does not accept responsibility for any errors in advertising placed over the telephone.
9. The publisher reserves the right to reject any advertising that is not in keeping with publication standards. All orders are accepted on the terms and conditions outlined above.
10. The printed and written provisions of this contract contain all the agreements between either party and the publisher is not responsible for any oral representations unless incorporated herein. If the advertiser is a corporation, then the individual signing this contract shall be jointly and severally liable with the advertiser for the payment provided herein. In the event of non-payment, all costs of collection and legal fees shall be borne by the advertiser and the individual guarantor. This contract cannot be cancelled without the written consent of the publisher.
11. BioLogical will provide proofs of new advertisements that require production by BioLogical. Charges for an advertiser's alterations will be made if changes are made altering the original copy or graphics following submission of the first proof. Material produced by BioLogical will become property of the publisher. Should the advertiser wish to utilise BioLogical advertisement for use in other publications, a release fee will be charged and the material cannot be released until the publication of BioLogical issue for the month in which the advertisement is first booked.

## CANCELLATION OF SPACE & COPY REGULATIONS

Cancellation of space after space reservation deadline is not accepted. If an advertiser does not meet copy deadline, the publisher may insert a previous advertisement, or if there was no previous advertisement, the publisher might prepare and insert an advertisement without prior approval of copy or layout by the advertiser. Acceptance of advertising is subject to publisher's approval and agreement by the advertiser to indemnify and protect the publisher from loss or expense from claims or suits based upon contents or the subject matter of such advertisements. Including suits for plagiarism, copyright infringement and unauthorised use of a person's name or photograph. The publisher reserves the right to cancel any advertiser's contract if payments are not received on a consistent basis or in the event of non-payment.