

## PASSAGE MAGAZINE ADVERTISING RATES

Ad Position	Single	Half Year (3 Inserts)	Full Year (6 Inserts)
Outside Back Cover	\$1,500	\$4,500	\$9,000
		Bonus 1 x 1/2 Page Ad	Bonus 2 x Full Page Ad Plus 1 x 1/2 Page Ad
Inside Front Cover	\$1,300	\$3,900	\$7,800
		Bonus 1 x 1/4 Page Ad	Bonus 1 x Full Page Ad
Inside Back Cover	\$1,100	\$3,300	\$6,600
		Bonus 1 x 1/4 Page Ad	Bonus 1 x 1/2 Page Ad
Full Page*	\$1,000	\$3,000	\$6,000
		Bonus 1 x 1/4 Page Ad	Bonus 1 x 1/2 Page Ad
Half Page* (1/2)	\$600	\$1,800	\$3,600
			Bonus 1 x 1/2 Page Ad
Quarter Page* (1/4)	\$350	\$1,050	\$2,100
			Bonus 1 x 1/4 Page Ad
Business Card*	\$150	\$450	\$900
			Bonus 1 Business Card
FOM member rate discount:	10%	10%	10%

\* 10% loading fee for Right Hand Page Ad (RHP)

### Terms and Conditions:

- Magazine is published 6 times a year on the 1st of each other month.
- Booking and material deadline is 4 weeks before publication.

### Specifications:

- Booking and advertising materials should be sent to the Advertising Manager for approval.
- Soft copy of all advertising material is preferred.
- Ideal format is exact size according the advertisement specification.
- Resolution – (At least) 300 pixels/inch, .pdf, .tiff or .jpeg files accepted, using CMYK color process.
- Payment - Total amount due at time of booking.
- Packages - We can tailor packages to suit individual needs.
- Social media posts are additional bonus and according individual package.

For enquiries, please contact:

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