

# B2B

18,000 copies every month

B2B in Canberra is the only magazine speaking directly to business and government in Canberra and Queanbeyan  
Delivered by Australia Post to 15,000 businesses, and to government departments in the ACT

## Advertising rates

Display	Casual	3x	6x	12x
Front cover	5500	Cover plus three page cover story		
Front cover	4500	Cover plus two page cover story		
Double page spread	3000	2900	2800	2700
Back cover	—	—	2500	2300
Inside front/back cover	—	—	2400	2200
Full	2600	2400	2200	2000
Half	1500	1400	1300	1200
Quarter	850	800	750	700
<b>Design (if required)</b>	<b>Artwork</b>	<b>Photography</b>		
<i>* All prices include GST</i>	500	500		
<i>*For bookings made through agencies an additional 10% is added to the rate card.</i>				

## Specifications

Size	Live type area (w x h)	To trim (w x h) add 5mm bleed
Quarter page standard	89mm x 132mm	n/a
Quarter page strap	186mm x 62mm	n/a
Half page horizontal	186mm x 133mm	210mm x 147mm
Half page vertical	89mm x 272mm	99mm x 297mm
Full page	186mm x 272mm	210mm x 297mm

Supplied artwork must be sampled to 300dpi resolution, scaled to 100% and all colours to be process CMYK breakdowns.  
Artwork sized to trim must have a 5mm bleed. We accept only Press Optimised PDF files emailed to: [advertising@b2bincanberra.com](mailto:advertising@b2bincanberra.com)  
B2B in Canberra is produced by sheet-fed offset printing on 135gsm gloss paper at a screen ruling of 150lpi.  
B2B in Canberra takes no responsibility for the quality of reproduction of supplied artwork.  
B2B in Canberra reserves the right of refusal for any artwork, editorial or images supplied.

## Deadlines

B2B in Canberra is published monthly 12 times a year.  
**Editorial and advertising by the 10th of every month**

Rate card valid from 1 July 2009

**B2B**  
in Canberra

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