

# THE AUSTRALIAN ENERGY REVIEW

OIL - GAS - ELECTRICITY - RENEWABLES



## ABOUT US

Australia's energy mix is evolving. While fossil fuels continue to dominate supply and consumption, renewable energy will become increasingly significant.

Published monthly – in hardcopy, online, and via social media – *The Australian Energy Review* is a feature-based publication covering the oil, gas, renewable energy and electrical power sectors in Australia.

- Original commentary and analysis
- Interviews
- Breaking news
- In-depth company and project profiles
- New technology, products and services

The Australian Energy Review reaches more than 20,000 readers every month, which means that advertising with us offers unparalleled access to key decision makers; including stakeholders, contractors, employers and affiliates of Australia's energy sector.



[www.miningoilgas.com.au](http://www.miningoilgas.com.au)

## ADVERTISEMENT SPECIFICATIONS

### RATE CARD

Our advertising space options are presented as fractions of an A3 page for simplicity.

(\*All advertisements are full colour)

Artwork is included as part of the cost

#### Sizes are width x height mm

1/8	60x180mm	<b>\$1,350</b>
1/4	125x180mm	<b>\$2,250</b>
1/2 (horizontal)	260x180mm	<b>\$2,750</b>
1/2 (vertical)	125x365mm	<b>\$2,750</b>
Full Page Profile	260x365mm	<b>\$4,000</b>
Full Page	260x365mm	<b>\$4,350</b>
Double Page	260x365mm x 2	<b>\$8,000</b>

#### Prime Positions

Front page pointer	260x20mm	<b>\$1,500</b>
Front page bottom strip	260x60mm	<b>\$2,750</b>
Page 2 bottom strip	260x60mm	<b>\$2,000</b>
Page 3 bottom strip	260x60mm	<b>\$2,000</b>
Page 4 bottom strip	260x60mm	<b>\$2,000</b>
Back Cover Full Page	260x380mm	<b>\$5,000</b>
Inside Back Cover Full Page	260x380mm	<b>\$4,750</b>
Full Page	260x380mm	<b>\$4,785</b>

Pages 5, 7, 9 and 11 - plus 10% to standard rates, size to be discussed with your advertising consultant \* Add 10% as prices are exclusive of GST.

Add a hyperlink to your booking for an additional \$200. Your hyperlink will re-direct clients to your companies website. This is a great way to make the most of your advertising dollars.

Inserts A4 size \$600/1000 (to max of 3,000 copies. Inserts can be per State or all of Australia.)

Complimentary editorials are given with the following advert bookings;

Full page	– 300 words
1/2 page	– 200 words
1/4 page	– 100 words

## ADVERTISEMENT SIZES



Front page Pointer  
260mm (W) x 20mm (H)

Front page bottom strip  
260mm (W) x 60mm (H)

1/8 page  
60mm (W) x 180mm (H)



1/4 page  
125mm (W) x 180mm (H)

1/2 page (horizontal)  
260mm (W) x 180mm (H)

1/2 page (vertical)  
125mm (W) x 365mm (H)

Full page  
260mm (W) x 365mm (H)



Full page x2  
270mm (W) x 365mm (H)



### TECHNICAL SPECIFICATIONS:

- Preferred file formats: jpg, tif or pdf
- Original psd, ai and ind files also accepted (please package)
- ALL FONTS MUST BE EMBEDDED
- All images to be minimum of 200dpi
- CMYK or greyscale files NOT RGB
- GCR is recommended
- Total ink density of 230%
- Black ink limit 80%, 30% dot gain
- Crop marks and bleed are NOT needed for ready made ads, please supply them to your ad size dimensions

Contact us today to ensure you get the best for your advertising dollar. Get in early to reserve your placement.



ABN 28 112 572 433 160 Beaufort Street Perth, WA 6000;  
PO Box 8023, Perth BC, WA 6849 Tel: 08 6314 0300 Fax: 08 9481 7322

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