



Hotel SA Media Kit





At a glance



BoylenMedia

aha|sa
Australian Hotels Association (SA)

Hotel SA

Is the official publication of The Australian Hotels Association of SA.

It is the leading trade publication for South Australia's hospitality industry.

Hotel SA is a bi-monthly, full colour magazine. It has a controlled circulation of 2000 to AHA members, club owners and the top 100 restaurateurs in SA.

It is mailed using the official AHA database.

Regular sections include

- In The Hotel Kitchen
- Beverage Buyer
- New products and technology
- Management and finance skills
- Hotel refurbishments
- President's and General Manager's Reports
- Publican's Pearlers
- Ravo's Bush Telegraph

Readership

Owners and proprietors of:

- Hotels
- Motels
- Licensed clubs
- Top restaurants
- Architects, builders and interior designers
- Many brewers and wineries are also subscribers



Deadlines



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February - March Issue

Booking Thurs 21st Jan
Material Wed 27th Jan
Publication Fri 19th Feb

April - May Issue

Booking Thurs 11th Mar
Material Wed 17th Mar
Publication Wed 14th April

June - July Issue

Booking Thurs 20th May
Material Wed 26th May
Publication Mon 21st June

August - September Issue

Booking Thurs 15th July
Material Wed 21st July
Publication Tues 17th Aug

October - November Issue

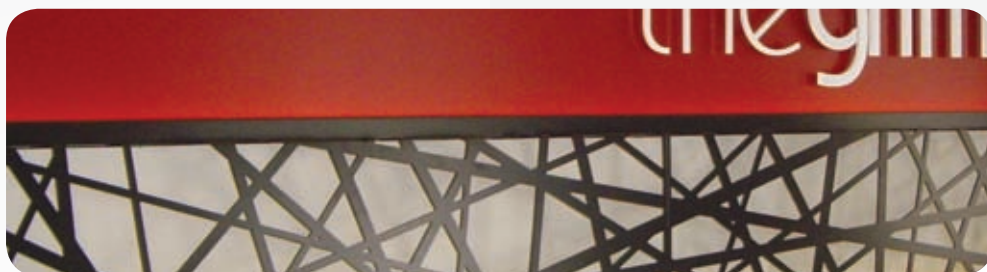
Booking Thurs 9th Sept
Material Wed 15th Sept
Publication Mon 11th Oct

December - January Issue

Booking Thurs 18th Nov
Material Wed 24th Nov
Publication Fri 17th Dec

- * Deadlines subject to change
- * NOTE Cancellations MUST be received in writing by the booking date.

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Terms & Conditions

The publishers reserve the right to refuse, cancel or to revise any advertisement to accord with the standards of the publication. They accept no liability whatsoever for any loss or damage caused by an error or inaccuracy in the printing of any advertisement and do not give any undertaking that an advertisement will be inserted by any specific date, although every effort will be made to meet the requirements of the advertisers. While the publishers will take every care with the original material and transparencies, they will not be liable for any loss or consequential loss. In the event of copy not being supplied on time, the publishers reserve the right to repeat any previous advertisement at the advertiser's expense. A 25% cancellation fee will apply to all cancellations made after booking deadline. All advertisements in the publication will be accepted only on the express condition that the advertiser warrants that the advertisement does not in any way contravene the provisions of the Act.

Rates

Size	Full Colour	Spot Blue
Full Page	\$3,350 + GST	\$1,995 + GST
1/2 Page	\$2,200 + GST	\$1,470 + GST
1/4 Page	\$1,350 + GST	\$990 + GST
Outside Back Cover	\$3,990 + GST	Not Available
Inside Front Cover	\$3,800 + GST	Not Available
Inside Back Cover	\$3,500 + GST	Not Available
Double Page Spread	\$5,300 + GST	Not Available

Inserts

Price on application.

Design Service

We have an in-house graphic design department which is available for the development of advertising concepts, production and graphic solutions. We also specialise in web development.

Discounts

Applicable for long term bookings.

Conditions

All advertising must adhere to the normal Terms and Conditions and acceptance of material is subject to approval. Charges apply for advertising production.



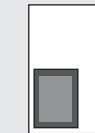
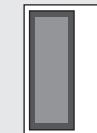
Specifications



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Full Page	DPS	1/2 Page H	1/2 Page V	1/4 Page H	1/4 Page V
Trim Area 297mm x 210mm	Trim Area 297mm x 420mm	Trim Area 135mm x 185mm	Trim Area 270mm x 90mm	Trim Area 65mm x 185mm	Trim Area 135mm x 90mm
Type Area 277mm x 190mm	Type Area 277mm x 400mm	Type Area 125mm x 175mm	Type Area 260mm x 80mm	Type Area 55mm x 175mm	Type Area 125mm x 80mm
5mm bleed	5mm bleed	No bleed	No bleed	No bleed	No bleed



Key - Trim Area ■ Type Area □ Bleed □ * Please ensure no text is positioned through the centre of the spread.

Supplied Material - Artwork can be sent via email or delivered on CD/DVD media. Please ensure all artwork is supplied at high resolution (i.e 300dpi/ppi) and in CMYK colour space (RGB artwork will not be accepted). When supplying as PDF please ensure all fonts are embedded. When supplying artwork in InDesign/Illustrator or other layout/creative formats, please include all resources (i.e. images and fonts).