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Media Kit

Licensees' Liquor Guide

Licenseses' Liquor Guide





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*Source - Winpoint data January 2014

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Disclaimer
THE LICENSEES' LIQUOR GUIDE IS INTENDED AS A GUIDE ONLY and is not intended in any way as a direction from the Publisher or the AH&SA to set or fix prices.
The Retail prices for liquor as listed in the Licensees' Liquor Guide are at the levels for the Metropolitan area. They relate to off premises sales of packaged liquor in hotel bottle departments, the premises of liquor merchants and other appropriately licensed premises.
Glass prices shown apply to public bars.
It is pointed out however, that retail prices are at the discretion of the individual licensee. While retailers may adopt the levels as set out herein, they may interpret the retail price listings as recommendations only. The price set out or referred to herein is a recommended price only and there is no obligation to comply with the recommendation.
Wholesale prices shown herein are inserted merely for convenience, checking of invoices and accounts and stocktaking. Prices may have changed since going to press. No liability can be accepted for any error or omission.

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The Licensees' Liquor Guide is now an On and Off Premise Guide which reflects pricing within your industry. The low margin column is equivalent to the old Recommended Retail Price column. The high margin column offers a higher margin alternative for highly serviced areas as reflected by the industry. This serves as a 'guide only'.

FREIGHT
Prices will vary for country regions depending on freight and cartage costs. Historically this has been reflected in a five cent surcharge. However this surcharge will vary from region to region.

All wholesale prices exclude GST. GST in business purchases is an Input Tax Credit.
See page 3 for disclaimer

Licensees' Liquor Guide

At a glance 2016

The Licensees' Liquor Guide is an official publication of the Australian Hotels Association of SA.

It is the most comprehensive pricing and purchasing guide for the South Australian hotels, drive throughs, liquor stores, clubs, restaurants & cafés.

The Licensees' Liquor Guide is a biannual A4 publication.

It has a distribution of 1000 and this is made up of member hotels as well as subscribers.

- It is published in March and September to coincide with the CPI price increases
- The guide contains the high and low margin RRP as well as nip and glass prices where applicable.
- Contains wholesale prices, quantities and sizes, as well as distributor details.
- A radically improved format makes this official industry publication much easier to use - and much more informative.
- Supplier listings are now replaced with product listings in alphabetical order, with a merchant code to designate where the product in question is available.

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Licensees' Liquor Guide

Deadlines 2016

March		September	
CPI Release Date:	Sun 1st Feb	CPI Release Date:	Sat 1st Aug
Ad booking deadline:	Fri 6th Feb	Ad booking deadline:	Fri 7th Aug
Material Deadline:	Fri 13th Feb	Material Deadline:	Fri 14th Aug
Publication:	Wed 4th Mar	Publication:	Tues 1st Sept

* Deadlines subject to change

* NOTE Cancellations MUST be received in writing by the booking date.

Licensees' Liquor Guide

Rates 2016

Size	Full Colour	Mono
Full Page	\$2,050 + GST	\$1,600 + GST
1/2 Page	\$1,260 + GST	\$895 + GST
1/4 Page	\$895 + GST	\$685 + GST
Front Cover	\$3,885 + GST	Not Available
Outside Back Cover	\$3,045 + GST	Not Available
Inside Front Cover	\$2,625 + GST	Not Available
Inside Back Cover	\$2,850 + 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.

Conditions

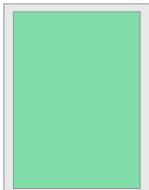
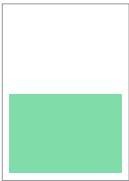
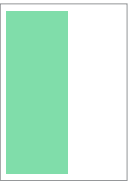
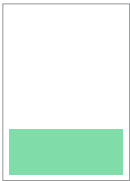
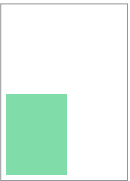
All advertising must adhere to the normal Terms and Conditions and acceptance of material is subject to approval. Charges apply for advertising production.

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.

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Specifications 2016

Full Page	1/2 Page H	1/2 Page V	1/4 Page H	1/4 Page V
210mm (w) x 297mm (h)	186mm (w) x 134mm (h)	90mm (w) x 270mm (h)	186mm (w) x 65mm (h)	90mm (w) x 134mm (h)
3mm bleed	No bleed	No bleed	No bleed	No bleed
				

Art Area  Bleed 

Supplied Material

Artwork can be sent via email or ftp (eg. 'Hightail' or 'Dropbox'). Please ensure all artwork is supplied at high resolution (i.e 300dpi/ppi) and in CMYK colour space. If the ad requires bleed, please ensure there is a minimum of 3mm bleed around all edges. When supplying as PDF please ensure all fonts are embedded. When supplying artwork in InDesign or other layout/creative formats, please include all resources (i.e. links and fonts).

Please note; Word, Publisher & Powerpoint files are not accepted as complete artwork and will need to be recreated by the Design Department.

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