

# medicSA ADVERTISING DATES: 2010

DISPLAY ADS	Issue	Release date	Bookings due	Artwork due
	February	8 February	7 January	13 January
	March	26 February	4 February	10 February
	April	26 March	4 March	10 March
	May	7 May	15 April	21 April
	June (bumper)	8 June	6 May	14 May
	July	2 July	10 June	16 June
	August	30 July	8 July	14 July
	September	27 August	5 August	11 August
	October	24 September	2 September	8 September
	Nov/Dec (bumper)	8 November	1 October	11 October

CLASSIFIEDS	Issue	Release date	Bookings & copy due
	February	8 January	7 January
	March	26 February	4 February
	April	26 March	4 March
	May	7 May	15 April
	June (bumper)	8 June	6 May
	July	2 July	10 June
	August	30 July	8 July
	September	27 August	5 August
	October	24 September	2 September
	Nov/Dec (bumper)	8 November	1 October

INSERTS	Issue	Release date	Bookings due	Inserts due*
	February	8 January	7 January	2 February
	March	26 February	4 February	22 February
	April	26 March	4 March	22 March
	May	7 May	15 April	3 May
	June (bumper)	8 June	6 May	2 June
	July	2 July	10 June	28 June
	August	30 July	8 July	26 July
	September	27 August	5 August	23 August
	October	24 September	2 September	20 September
	Nov/Dec (bumper)	8 November	1 October	1 November

## SUPPLYING ARTWORK

Display advertising may be supplied as complete or 'finished' artwork, or as material to be typeset, in which case typesetting or design fees will apply. If you will not be supplying complete or 'finished' artwork, please advise us of this on booking.

Complete artwork should be supplied to the measurements and orientation of the size booked, in electronic, Macintosh-compatible format, in cmyk colours or black/grayscale (if mono is booked), with all fonts embedded or supplied. Artwork should be supplied at high resolution (at least 300 dpi at print size) and all images and logos used should also be of high resolution for good print quality. EPS, print-optimized PDF, TIFF and (collected) Macintosh Quark and InDesign files are suitable artwork formats.

\*For loose leaf inserts, please supply a proof to the AMA(SA) prior to printing.

Any enquiries should be directed to Eva O'Driscoll on 8361 0100 or email to [eva@amasa.org.au](mailto:eva@amasa.org.au)

