

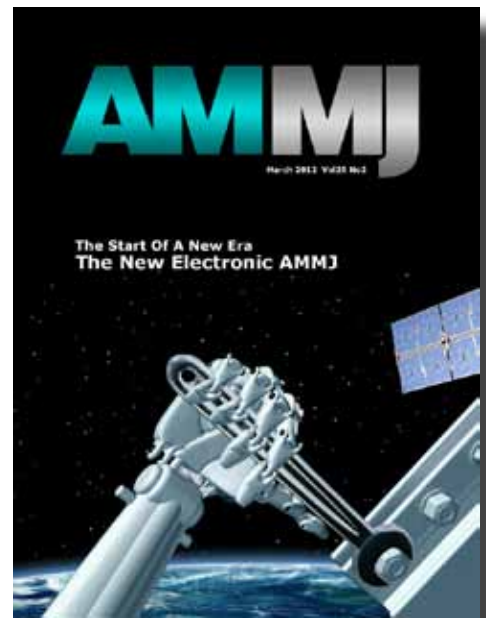
# AMMJ

## Advertising

*Asset Management & Maintenance Journal*

Advertising in the New AMMJ is the BEST way to market your products, services, job vacancies & events.

- AMMJ is Published as a interactive electronic AMMJ.
- The AMMJ hits directly at the maintenance personnel you wish to reach.
- The AMMJ reaches over 120 countries . As of Jan 2012 the distribution Worldwide is Australia 38%, Asia & Middle East 26%, North America 28% and Europe 6%.
- The AMMJ provides advertisers with a huge increase of exposure for their products or services in both established economies and the growth economies of Asia and Australia.



*The New Electronic AMMJ Advertising Rates are as much as 50% Lower*

### *AMMJ Publishing Schedule*

March Issue 2012	Published: 21 March 2012	Booking & Copy Deadline 16 March 2012
May Issue 2012	Published: 28 May 2012	Booking & Copy Deadline 23 May 2012
Aug. Issue 2012	Published: 1 August 2012	Booking & Copy Deadline 27 July 2012
Oct. Issue 2012	Published: 8 October 2012	Booking & Copy Deadline 4 October 2012

From 2013 the AMMJ is to be Published every 2 Months (6 issues per year).

Jan/Feb Issue 2013	Published: 7 January 2013	Booking & Copy Deadline 3 Jan 2013
Mar/Apr Issue 2013	Published: 4 March 2013	Booking & Copy Deadline 27 Feb 2013

Booking and Copy Deadlines - These deadlines must be adhered to.

### *Advertising Costs Per Issue for 2012*

	Single Advert	5 Adverts (1 year)	
Double Page Spread	\$2100	\$1700	Priced are in AUD\$ and for Australian advertisers are inclusive of GST
Full Page	\$1200	\$900	
Half Page	\$790	\$650	
Quarter Page	\$560	\$440	
Banner Adverts	\$360	\$300	

### *AMMJ Special Features*

The AMMJ includes the following special features:

- \* March - CMMS and EAM System
- \* May - Condition Monitoring
- \* August - Maintenance & Reliability
- \* October - Consultants & Training
- \* January - Maintenance Web Links

To be included in these special features please contact Len Bradshaw at [mail@maintenancejournal.com](mailto:mail@maintenancejournal.com)

## *Submission of Advertising Copy*

- AMMJ is produced on a PC version of Creative Suite CS 5-5.
- All advertising copy must be supplied in digital format (jpg, PDF, etc) and be of good quality.
- The AMMJ is **only** produced in electronic format. We no longer require a "Print" standard of advertising copy and so a file size of less than 2MB is appropriate for most adverts.
- Supply your advert copy to: [mail@maintenancejournal.com](mailto:mail@maintenancejournal.com)

*Publishers of the AMMJ*      Engineering Information Transfer P/L      ABN: 67 330 738 613

## *Reserving An Advertising Position Within The AMMJ*

If you wish to reserve a priority position in the AMMJ the following surcharges apply.

**Reserving Pages 2 or 3 Locations**      20% Surcharge applies on advertising costs

**Reserving Other Page Locations**      10% Surcharge applies on advertising costs

Reserving the above positions is on a "First To Make A Booking" basis.

## *Adding Animated Features To Your Advertising*

The AMMJ can give extra life to your advert by adding Animated Features.

In most cases "**setting up**" the animation is Free for your advert in the AMMJ.

**The Cost is \$100 for one animation per issue or \$200 for multiple animations per issue.**

*Animated Features are a very powerfull tool in drawing readers to your advert.*

## *Adding Movies To Your Advertising*

The AMMJ can add Movie Clips to your advert. A movie clip of a product demo or new product release. Such advertising requires a big increase in the AMMJ file size (or takes our readers out of the AMMJ if linked directly to a movie on the advertiser's own server).

**Cost is from \$500 per issue.**

## *Adding Hyperlinks To Your Advertising*

Your email or website address that is contained in your advert will automatically be linked to your organisation at no cost.

Additional links to your site/organisation will be charged at **\$20 per additional link per issue.**

You can have links from a number of images or text to different locations on your web site.

For example linking an image of a Thermal Imaging Camera directly to more information at your web site.

## *Terms & Conditions*

1. Advertisements are accepted subject to space being available and the copy being acceptable to the Publisher.
2. The Publisher reserves the right to suspend, omit or move any advertisement should the need arise.  
In such a case no claim will be entertained from the advertiser for loss or damages.
3. The Advertiser indemnifies the Publisher against any claim arising from publishing their advert in the AMMJ.
4. Copy must be supplied without application by the Publisher. Failure to do so will mean that a past copy may be repeated at the Publisher's discretion or the advertisement omitted if no copy is available. In either case the full cost remains payable.
5. If paying by credit card payment for advertising will be deducted on the publication date.
6. Amex or Diners credit card payments will have a 2% surcharge applied on payment.
7. Advertisers from Australia will be provided with a Tax Invoice on the publication of the AMMJ.
8. Advertisers from outside Australia must pay for advertising prior to publication  
or provide credit card payment details.

## Advertising Sizes and Shapes

The AMMJ is published in a wide spread format. This better matches computer screen configurations. **The Width is 1360 px and Height is 790 pixels**

This is approximately equivalent to a "Print" copy ratio of 35 x 20cms

The AMMJ is not produced in a Print format and so no bleed is required.

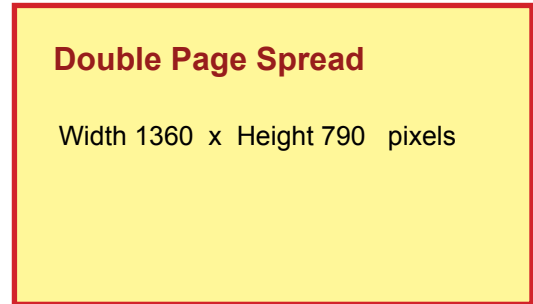
### Double Page Spread

Maximum Size

Width 1360 x Height 790 pixels

Equivalent to a "Print" copy ratio of 35 x 20cms

All the double page spread can be used for your advert but we recommend that you leave a reasonable "Text Free" border on your advert.



### Full Page Advert

Maximum Size

Width 680 x Height 790 pixels

Equivalent to a "Print" copy ratio of 17.5 x 20cms

All of the single page can be used for your advert but we recommend that you leave a reasonable "Text Free" border on your advert.

For some full page adverts a better effect is gained by having a slightly smaller sized advert that is in from the page edge.



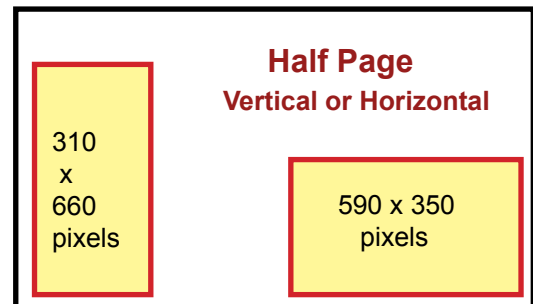
### Half Page Advert

Maximum Size

Vertical: Width 310 x Height 660 pixels

Horizontal: Width 590 x Height 350 pixels

This is equivalent to a "Print" copy ratio of or 8 x 17cms or 15.2 x 9cms.



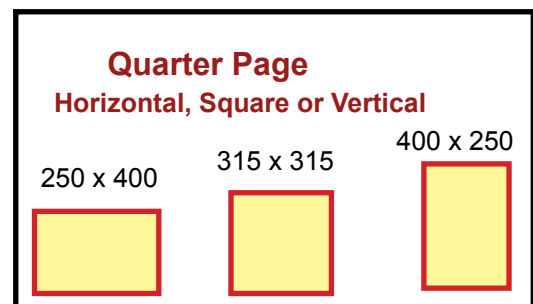
### Quarter Page Advert

Maximum Size

Vertical or Horizontal: 250 x 400 pixels

Square: 315 x 315 pixels

This is approximately equivalent to a "Print" copy ratio of 6.5 x 10cms or 8 x 8cms

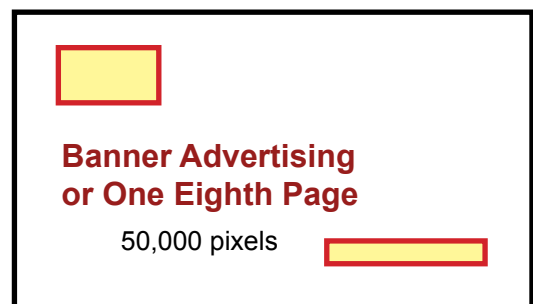


### Banner Advertising or One Eighth Page

Can Be Any Shape.

Maximum Size 50,000 pixels

Approx. equivalent to a "Print" copy of 32cms<sup>2</sup>



# AMMJ Advertising Booking Form - 2012

## Booking Advertising

Prices are per issue (inc of GST) Please tick selected boxes

	Single Advert	5 Adverts (1 year)
Double Page Spread	\$2100 <input type="checkbox"/>	\$1700 <input type="checkbox"/>
Full Page	\$1200 <input type="checkbox"/>	\$900 <input type="checkbox"/>
Half Page	\$790 <input type="checkbox"/>	\$650 <input type="checkbox"/>
Quarter Page	\$560 <input type="checkbox"/>	\$440 <input type="checkbox"/>
Banner Adverts	\$360 <input type="checkbox"/>	\$300 <input type="checkbox"/>

Prices are in AUD\$

**Which Issue?** Issue in which your "Single" or "First" advert will appear in 2012

March

May

August

October

**Advertising Extras** You can add Interactive features, extra hyperlinks or movies to your adverts by listing them below or book them separately at a later date.

Name

Signature

Position

Date

Company

Billing Address

Email

Phone

Method of Payment:

ABN: 67 330 738 613

1  Cheque enclosed made payable to Engineering Information Transfer P/L, in Australian Dollars

2  Invoice company on Purchase Order No. \_\_\_\_\_

For our EFT bank details contact:  
mail@maintenancejournal.com

3  Credit Card      Visa       MasterCard

AMEX and DINERS are accepted  
but attract a 2% surcharge

Card Number

Expiry Date:

Signature:

Name on the card: