

AustralianCHEERLEADER magazine

2012 Advertising Rates

1
\$90

2
\$250

3
\$600

4
\$190

5
\$1099

6
\$350

7
\$250



Thank you for your interest in advertising with Australian Cheerleader Magazine. We offer your business the most effective way to reach a new and enthusiastic market of recreational, competitive and professional cheerleaders, as well as coaches, parents and friends.

Cheerleading is an increasingly popular and glamorous sport. Ingrained in the cheerleading culture is determination and competition to achieve perfection in appearance, athletic skill and performance. These crowd-pleasers are typically females aged between 10 and 25.

Australian Cheerleader Magazine boasts a range of content including feature articles, news, reviews, photos, beauty and fashion sections, coach and athlete skill tips, event information and much more!

We distribute 2000 magazines directly to cheerleading gyms, competitions and to individual readers throughout Australia. Advertising with Australian Cheerleader Magazine now will ensure your brand becomes part of the developing culture in Australian cheerleading.

Kind regards,

Rianna

Rianna Macdougall | Publisher

Carseldine QLD 4034

Email: Rianna@AustralianCheerleader.com.au

Mob: 0419 366 405

Web: www.AustralianCheerleader.com.au



Artwork Specifications

Artwork must be CMYK colour mode, 300dpi or higher and either a TIFF, EPS, JPG or PDF file. Please prepare your artwork with no more than 300% ink coverage.

Book early to receive placement priority. Book two consecutive ads for a 15% discount! If booked early enough, we can design your ad for 25% of it's cost. All prices are in Australian dollars.

Loadings: Back cover - 45%, Inside front - 35%, Inside back - 35%.

To book your advertisement and be part of the future of Australian cheerleading, please contact Rianna Macdougall at Rianna@AustralianCheerleader.com.au or on 0419 366 405.



Payment Methods

EFT Direct Deposit: Account name: Cheerleaders Australia Pty Ltd, Bank: Westpac, BSB: 032727, Account: 204051. Please quote your invoice number and send a payment confirmation email to alert us.

Cheque: Please email us for postage details. Cheques can be made payable to Cheerleaders Australia Pty Ltd.

Sizing

	Description	Bleed (mm)	Trim (mm)
1	classified ad only	n/a	64 x 68
2	vertical third	74 x 307	64 x 297
3	full	220 x 307	210 x 297
4	vertical quarter	111 x 154	101 x 144
5	double (supply L & R)	220 x 307	210 x 297
6	horizontal half	220 x 154	210 x 144
7	horizontal third	220 x 102	210 x 92

The Fine Print

ACM retains the right to reject an advertisement we deem inappropriate for, or offensive to, our readers. ACM may accept or reject an advertisement based on late booking or artwork, late or no payment. ACM takes no responsibility for the accuracy of advertisements nor is liable for any consequences resulting from advertisements in the publication.

A big thank you to our first year advertisers who supported us in establishing Australia's own cheerleading magazine!

ADU Downunder, AMCO Gymnastics, Angelbows Dancewear, Army Cheerleading Stunt Team, Artwrx by Milada, AUSCheer, Australian All Star Cheerleading Federation, Awesome Cheerleading, Canberra City Cheerleading, Cheer Connect, Cheer Factor, Cheer Gear, Cheer Music Store, Cheer 'N' Dance, Cheer1FM, Cheerleading Australia, Cheerleading Victoria, Cheersport Australia, CheerTumble'n'Fly SPORTS ACADEMY, Coffee Palace, Comm23, Custom Trax, Dancers Edge, Diamond Dance and Cheerleading, Explosion - Nunawading Gymnastics & Sports Club Inc, Fit 2 Cheer, Glitz Gymnastics Academy, Gold Coast RAW CHEER, Gymtastic Cheer and Dance, International All Star Federation, KLD Extreme Allstars, Kreationz - School of Cheerleading and Dance, Melbourne Cheer Academy, Ms Pineapple's Cheer Page, National Cheer Safety Federation, Nic Mason Photography, NRG Studios 'ENERGIZE' Cheerleaders, Pacific Cheerleaders Limited, Pom Pom Warehouse, Revolution GymSports, RMIT Redbacks Cheer Squad, Sirens Cheerleaders, Sparkles Makeup, Sportech, Starlets Cheerleading, Sydney Altitude Cheerleading, Sydney Backpackers, Townsville Dance and Cheerleading, University of UNSW Cheer Squad, Vision Dance Studio, Visual Energy Studios, Wildfire Cheerleading and World Cup Cheer and Dance.