



# ON SERVICE

MAGAZINE

## | 2021 Media Kit





# WHAT IS THE RSL MAGAZINE?

The RSL “On Service” magazine provides information on topics of interest to service and EX-service members of the Australian Defence Force and their families. With a passionate and engaged readership, each edition brings 36 pages of news, feature articles, opinion pieces, human-interest stories and columns that look back on our past and reflect on our history as well as delving into current issues for the Australian Defence Force community and the role of the League for future generations of current and ex-servicemen, women and families across Tasmania.

## OUR DISTRIBUTION STATEWIDE

### Where can you find the RSL “On Service” magazine?

The RSL “On Service” magazine is a 36 page, full colour, A4 publication which is produced and distributed statewide 2 times per year. 6000 copies are despatched around the state to local retirement & nursing homes, hostels, bowls clubs, libraries, community and health centres, State RSL branches, sub-branches, National Branches and the Spirit of Tasmania. We also wrap and individually mail out to approximately 5500 Tasmanian RSL members.

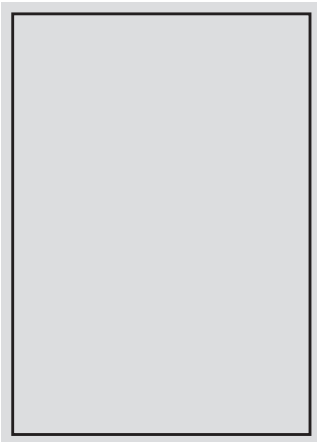




# ON SERVICE MAGAZINE

# RATE CARD

**Back Page**  
297mm x 210mm  
[3mm bleed all sides]



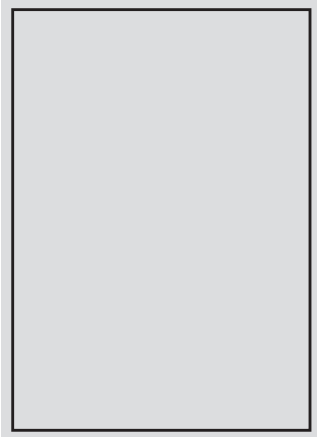
**Inside Cover**  
297mm x 210mm  
[3mm bleed 3 sides]



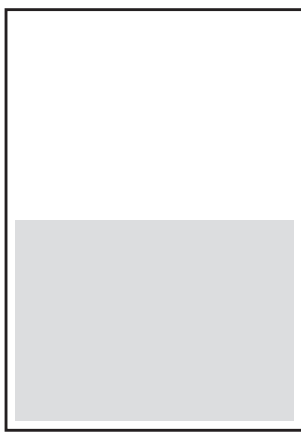
**Inside Back Cover**  
297mm x 210mm  
[3mm bleed 3 sides]



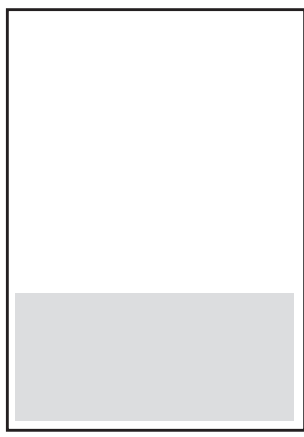
**Full Page**  
297mm x 210mm  
[3mm bleed all sides]



**Half Page**  
190mm x 135mm  
[no bleed]



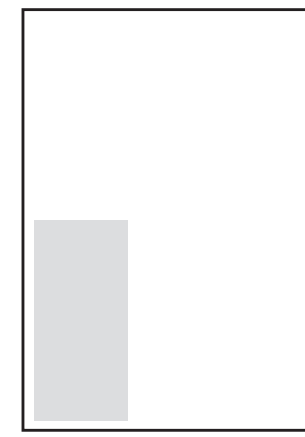
**Third Page (H)**  
190mm x 87mm  
[no bleed]



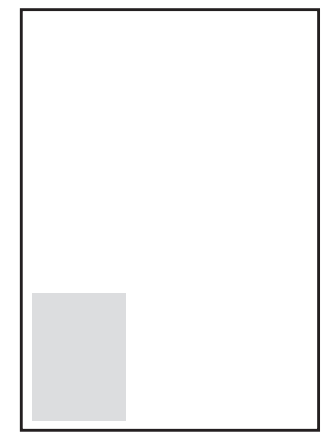
**Third Page (V)**  
278mm x 60mm  
[no bleed]



**Sixth Page**  
135mm x 60mm  
[no bleed]



**Ninth Page**  
88mm x 60mm  
[no bleed]



## ADS SIZES AND COSTING

<b>Back Page</b>	<b>297mm x 210mm</b>	<b>\$3,000.00</b>
<b>Inside Cover</b>	<b>297mm x 210mm</b>	<b>\$2,500.00</b>
<b>Inside Back Cover</b>	<b>297mm x 210mm</b>	<b>\$2,500.00</b>
<b>Full Page</b>	<b>297mm x 210mm</b>	<b>\$2,000.00</b>
<b>Half Page</b>	<b>190mm x 135mm</b>	<b>\$1,200.00</b>
<b>Third Page (H)</b>	<b>190mm x 87mm</b>	<b>\$900.00</b>
<b>Third Page (V)</b>	<b>60mm x 278mm</b>	<b>\$900.00</b>
<b>Sixth Page</b>	<b>135mm x 60mm</b>	<b>\$650.00</b>
<b>Ninth Page</b>	<b>88mm x 60mm</b>	<b>\$495.00</b>

All prices ex GST, Prices quoted are for advertisement supplied by client print ready.  
Extra chargers to be confirmed for Resilience Marketing to provide the artwork.  
Preferred placement option is available but may incur additional 20% loading fee.



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# REQUIREMENTS

## ARTWORK FILE REQUIREMENTS:

- Only press optimised PDF files may be submitted to ensure the magazine maintains the highest quality.
- Image resolution required is 300ppi/dpi
- Images must be saved as CMYK or Gray scale (no RGB, LAB or spot colours)
- Pantone colours must be in CMYK equivalent
- Screen and printer fonts must be embedded
- Double page spreads to be supplied as a single page PDF
- Crop marks set 8mm from trim
- Double page spreads and full page adverts must have 3mm bleed on all four sides
- Large areas of black should have a tint of at least 10% cyan under the 100% black
- Total ink coverage should not exceed 240%
- Body copy text which is black should be set to 100% black (not 4 colour CMYK black)
- When reviewing your PDF on screen ensure that the PDF is viewed with 'Overprint Preview' function turned on.

## A4 FOLDED OR D/L INSERT REQUIREMENTS:

- \$132 GST Inc. /per 1000 @ print distribution [Currently 6000]  
Min. full page advert investment.

## ARTWORK FILE REQUIREMENTS:

A full design and creative advert make-up service is available to advertisers but if company logos are required in the advert then they must be supplied in either HI - RES JPEG format or VECTOR image and be emailed to:  
[jody@resilience.com.au](mailto:jody@resilience.com.au)

**The rates [all prices EX GST] for advert sizes are as follows:**

- Full Page \$230
- Half Page \$155
- Third Page \$115
- Sixth Page \$85
- Ninth Page \$65

## THE PEOPLE INVOLVED:

### ADVERTISING SALES

Darren Roach - Managing Director  
Resilience Marketing  
[darren@resilience.com.au](mailto:darren@resilience.com.au)  
T: (03) 6224 6888

### EDITORIAL

Noeleen Lincoln  
"On Service" magazine, RSL (Tasmania Branch) Inc.  
[noeleen.lincoln@rsltas.org.au](mailto:noeleen.lincoln@rsltas.org.au)  
T: (03) 6242 8900

### CONTENT CORDINATOR

Jody-Lee Roach  
Resilience Marketing  
[jody@resilience.com.au](mailto:jody@resilience.com.au)  
T: (03) 6224 6888



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# BOOKING FORM

PLEASE COMPLETE THIS FORM AND RETURN TO: [JODY@RESILIENCE.COM.AU](mailto:JODY@RESILIENCE.COM.AU) OR FAX 03 6224 9001

**ITEM 1**

Advertiser/Agency

Contact Person

**ITEM 2**

Postal Address

Suburb

State

Postcode

Phone

Mobile Number

Email

**ITEM 3**

Advertisement Size

Price Per Edition  
(excluding GST)

Purchase order  
number if required

**ITEM 4:**

Edition (s) please tick:

Edition 1 – Jan 2021 (Artwork due 11/12/20)

Edition 2 – June 2021 (Artwork due 14/05/21)

**ITEM 5:**

I have read the terms and conditions of this advertising agreement (right) and accept both the terms and conditions and the price per edition for advertising in the RSL (Tasmania Branch) Inc. "On Service" magazine.

Name

Title

Signed

Date

**TERMS AND CONDITIONS OF THIS ADVERTISING AGREEMENT:** **Clause 1.** The Advertiser/Agency agree to advertise in the RSL (Tasmania Branch) Inc. "On Service" magazine in the editions shown in Item 4 of this agreement. **Clause 2.** The Advertiser/Agency will provide Resilience Marketing artwork for each issue of the RSL (Tasmania Branch) Inc. "On Service" magazine in accordance with the deadlines outlined in the Media Kit. **Clause 3.** Resilience Marketing's publishing company FORCE PUBLISHING Pty. Ltd. will invoice the Advertiser/Agency the amount shown at Item 3 (being the agreed amount for the advertising per issue). **Clause 4.** Payment is due seven days after the invoice issue date. **Clause 5.** The Advertiser/Agency may cancel this agreement by providing to Resilience Marketing in writing its desire to do so not less than four weeks prior to the deadline of the edition from which it seeks to cancel advertising. **Clause 6.** All content for advertisement must be approved by RSL (Tasmania Branch) Inc. prior to appearing in the magazine and RSL (Tasmania Branch) Inc. reserves the right to refuse advertising request without explanation. **Clause 7.** The RSL (Tasmania Branch) Inc. reserves the right to insert the word 'advertisement' when an advertisement resembles editorial material.



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# PAYMENT FORM

**CHEQUE, MADE OUT TO:**  
FORCE PUBLISHING PTY. LTD.

**INTERNET BANKING:**  
FORCE PUBLISHING  
**BSB:** 067 102  
**ACC:** 1046 0853

**CREDIT CARD:**



Please debit my  
card number:

Expiry Date:

Card Holders  
Name:

Card Holders  
Signature:

**FURTHER INFORMATION AND ENQUIRES CONTACT:**

**Resilience Marketing Pty. Ltd.**

Level 1, 19 Magnet Ct, Sandy Bay Tas 7005

PO Box 221, Sandy Bay 7005

Ph: 03 6224 6888

Fax: 03 6224 9001

[RSL "On Service" Magazine Publishers]

PREFERRED PLACEMENT OF AD WILL INCUR A 20% LOADING FEE.

