



ON SERVICE

MAGAZINE

| 2026/2027 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 once per year. A total of 4000 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 3000 Tasmanian RSL members.

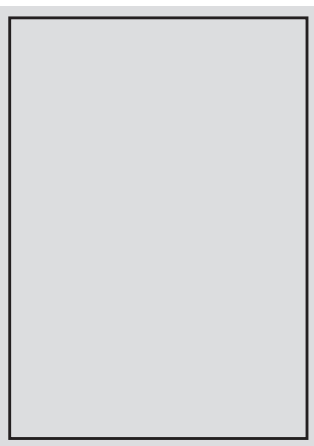




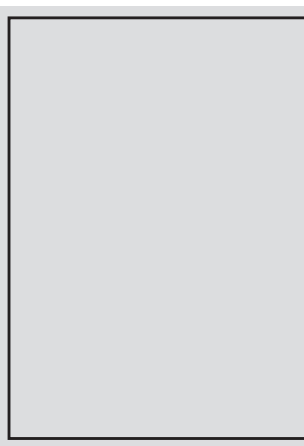
ON SERVICE MAGAZINE

RATE CARD

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



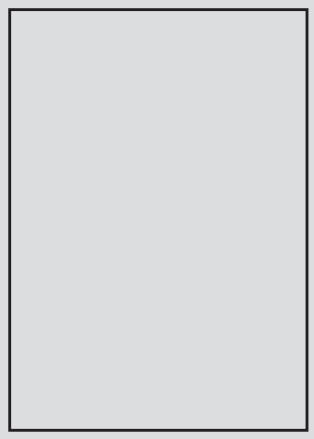
Inside Cover
297mm x 210mm
[3mm bleed 3 sides]



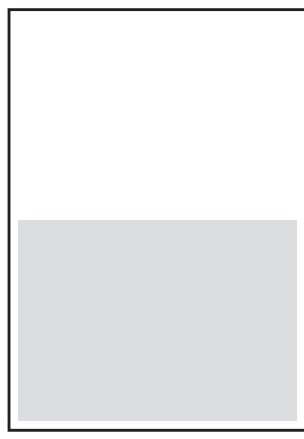
Inside Back Cover
297mm x 210mm
[3mm bleed 3 sides]



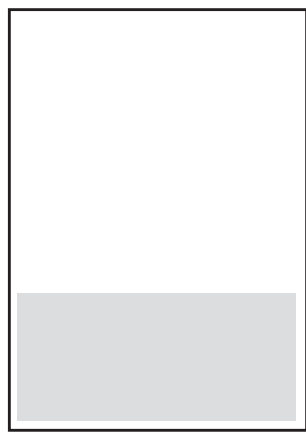
Full Page
297mm x 210mm
[3mm bleed all sides]



Half Page
190mm x 135mm
[no bleed]



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

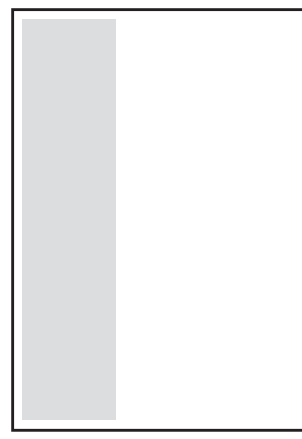


ADS SIZES AND COSTING

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

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.

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



Sixth Page
135mm x 60mm
[no bleed]



Ninth Page
88mm x 60mm
[no bleed]





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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:

- \$165 GST Inc. / per 1000 @ print distribution.
Min. full page advert investment.

RESILIENCE MARKETING GRAPHIC DESIGN SERVICE:

A full design and creative advert 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

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

- Full Page \$200
- Half Page \$180
- Third Page \$160
- Sixth Page \$140
- Ninth Page \$120

THE PEOPLE INVOLVED:

ADVERTISING SALES

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

CONTENT CORDINATOR

Jody-Lee Carter-Roach
Resilience Marketing
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

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 72 – September 2026
(Artwork due 21/08/26)

☐ Edition 73 – July 2027
(Artwork due 25/06/27)

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

Email: darren@resilience.com.au

[RSL "On Service" Magazine Publishers]

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

