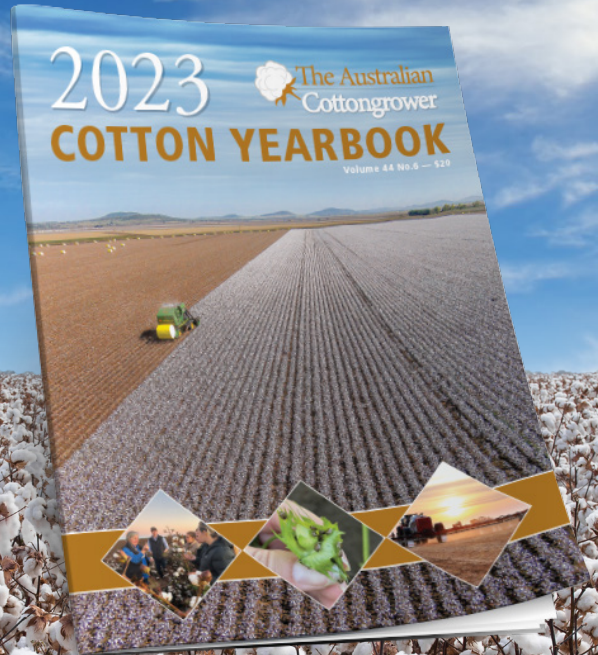


GREENMOUNTPRESS

2024 Rate Card



The grain growers' bridge between
new technology and agronomy
and its on-farm application.



Delivering vital technical and marketing
information to Australian cotton growers.

Greenmount Press reaches over 21,000 of Australia's biggest & best primary producers.

Our publications are a gateway to a multi-billion dollar industry with farmers searching for the latest in technical information, research and development.

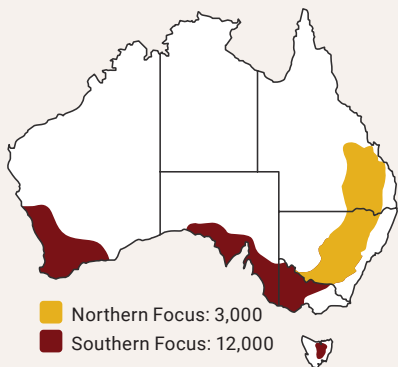
✉ PO Box 766, Toowoomba QLD 4350 📍 2/118 Herries Street, Toowoomba QLD 4350
☎ (07) 46 593 555 📞 0449 239 424 ✉ philip@greenmountpress.com.au



GREENMOUNTPRESS



Distribution: **15,000**



Northern Australia Focus (QLD, NSW) is **50%** of the above national rates (3,000).

Southern Australia Focus (VIC, TAS, SA & WA) is **66%** of the above national rates (12,000).

Our new feature puts **Australian Grain** in front of over 5000 members of Grower Groups Australia wide.



Advertising Cost:

Full Page \$3,000 +GST	1/2 Page \$1,800 +GST
	1/4 Page \$1,050 +GST

Prices are for full colour adverts.



Inserts: **\$3,850 +GST**

- Northern Focus **Only**: \$1,875 +GST
- Southern Focus **Only**: \$2,385 +GST

Insert costs may vary according to insert weight, size and Australia Posts costs. Price is based on a single A4 page.

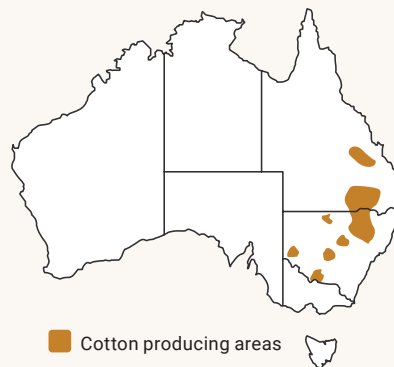


Mailing List Hire: **\$3,850 +GST**

- Northern Focus **Only**: \$1,875 +GST
- Southern Focus **Only**: \$2,385 +GST



Distribution: **2,600**



Greenmount Press also publish the **Cotton Production Manual & Cotton Pest Management Guide** in association with the Cotton Research and Development Corporation (CRDC).



Advertising Cost:

Full Page \$1,700 +GST	1/2 Page \$1,250 +GST
	1/4 Page \$950 +GST

Prices are for full colour adverts.



Inserts: **\$1,950 +GST**

Insert costs may vary according to insert weight, size and Australia Posts costs. Price is based on a single A4 page.



Mailing List Hire: **\$1,400 +GST**

CUSTOM OPTIONS: Custom feature advertisements such as gatefolds, barn doors and bound inserts are available in all publications. Where available premium positions can be arranged. (Prior page 13 + 10%, Centre Spread + 25% and IFC or OBC + 50%)

Advertising Contact



Philip COWEN National Advertising Manager



0449 239 424



07 4659 3555



philip@greenmountpress.com.au

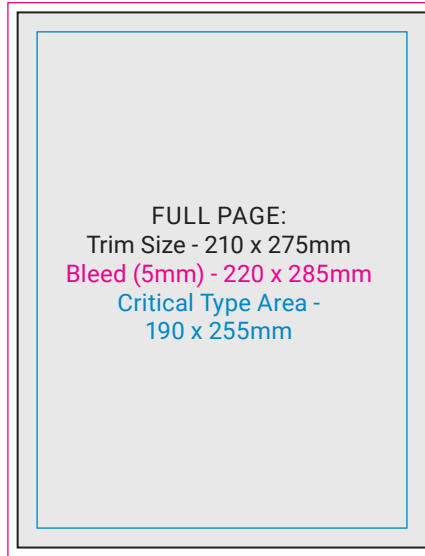


Print Advertising Size Options

Technical Specifications + Requirements



MAGAZINE SIZE:
210mm wide x 275mm high



FULL PAGE:
Trim Size - 210 x 275mm
Bleed (5mm) - 220 x 285mm
Critical Type Area -
190 x 255mm

RESOLUTION: 300 dpi

PAPER STOCK:

Bi-Monthly:

- Text 90 gsm gloss
- Cover 300 gsm cello glazed

YearBook:

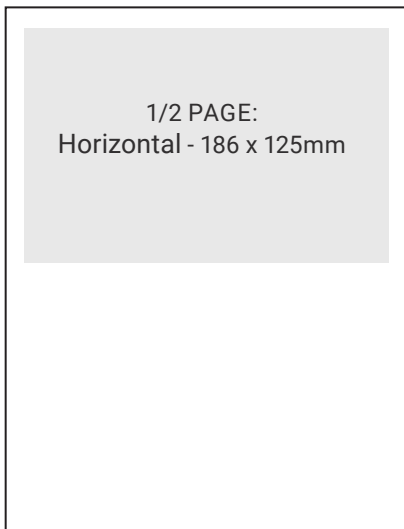
- Text 90 gsm matt art
- Cover 300 gsm cello glazed

BINDING:

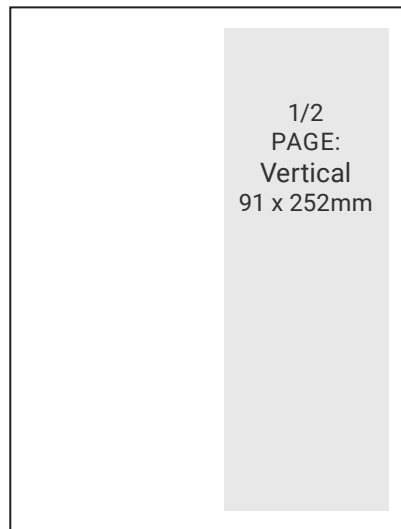
Bi-Monthly: Saddle stitched

YearBook: Burst bound

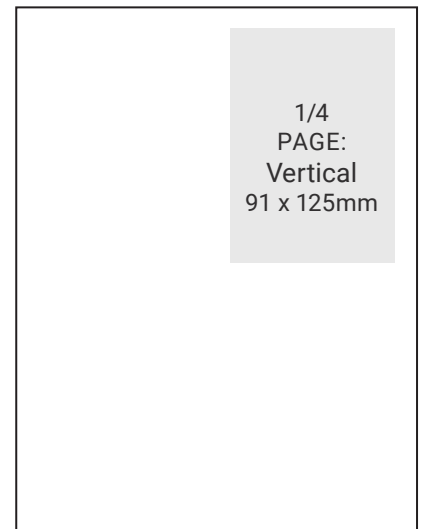
ADVERT SIZE OPTIONS



1/2 PAGE:
Horizontal - 186 x 125mm



1/2 PAGE:
Vertical
91 x 252mm



1/4 PAGE:
Vertical
91 x 125mm



MATERIAL can be supplied as:

- Press optimised (hi-res) PDF file emailed
(no responsibility taken for PDF files not prepared correctly)
- Using Dropbox, Hightail or similar
- We can design your advertisement for you from supplied artwork and a rough layout

Production Contact

 Deb MEDDLETON **Production Manager**

 07 4659 3555

 accounts@greenmountpress.com.au



Website Advertising Options

Technical Specifications + Requirements



ADVERT SIZE OPTIONS

1

Wings

50% width

600 x 1700px
x2 (left & right)

2

Current Issue

2:5 width

750 x 600px

3

Feature Articles

1:4 width

450 x 800px

5

Over the Back Fence

1:3 width

620 x 800px

4

Section Divide

full width

1900 x 350px

FILE FORMAT: png | jpg | gif

TEMPLATES: available online

LINK: please supply a click
through link.

MATERIAL: please supply artwork via
email accounts@greenmountpress.com.au

Advertising Contact



Philip COWEN National Advertising Manager



0449 239 424



07 4659 3555



philip@greenmountpress.com.au

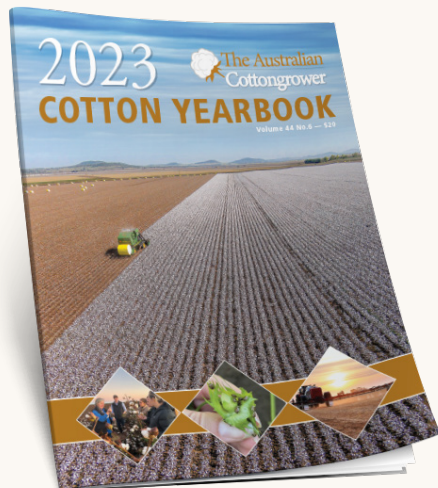


Advertising Deadlines & Release Dates



ISSUE	BOOKING DEADLINE	MATERIAL DEADLINE
January - February 2024	January 19	January 24
March - April 2024	March 1	March 6
Grain Yearbook 2024	March 15	March 20
May - June 2024	May 10	May 15
July - August 2024	July 12	July 17
September - October 2024	September 6	September 11
November - December 2024	November 8	November 13

◀ The Australian Grain Yearbook is the 'bible' for the grain industry. If you're only going to advertise once a year – this is your ideal publication.



ISSUE	BOOKING DEADLINE	MATERIAL DEADLINE
February - March 2024	January 26	January 31
April - May 2024	March 22	March 27
June - July 2024	May 24	May 29
August - September 2024	July 26	July 31
October - November 2024	September 27	October 2
Cotton Yearbook 2024	October 18	October 13
December 2024 - January 2025	November 27	December 2
COTTON INDUSTRY PUBLICATIONS		
Cotton Production Manual	May 3	Subject to change by the CRDC team
Pest Management Guide	July 19	

▲ The Cotton Yearbook has to be on your advertising schedule if the cotton industry is your market.

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