Advertising in Archetype Magazine

The newsletter for The University of Sydney’s Faculty of Architecture, Design & Planning Alumni Association

Archetype is the 6-monthly newsletter for Alumni members of the Faculty of Architecture, Design and Planning at the University of Sydney. Since the 1920’s our graduates have gone on to become leaders in their fields. Recipients of Archetype include some of the most esteemed professionals in the fields of architecture, urban planning and design, design computing, digital media, facilities management and other related fields. Archetype is the only way to directly contact this exciting market.
Who should advertise in ARCHETYPE

Archetype is distributed to over 5,500 active alumni members who have graduated from the Faculty of Architecture, Design & Planning at The University of Sydney’s many undergraduate and postgraduate programs.

Recipients include graduates from the following programs:

- Bachelor of Design in Architecture/ Master of Architecture
- Bachelor of Design Computing
- Master of Design Science
- Urban & Regional Planning
- Other related degrees

ARCHETYPE magazine is sent to Alumni-members’ homes with the Sydney Alumni Magazine (for all faculties). It will also be distributed to related businesses (architectural firms, design agencies etc.) ensuring an even broader reach.

ARCHETYPE Contents

ARCHETYPE Magazine will grow from its current 8 pages to 24+ pages. Staying relevant to our readers, it will include:

- Extended and brief profiles on fellow alumni
- Profiles on current students and staff
- Discussion of key research findings from academic staff
- News from the industry
- Events and exhibitions
- Messages from the Dean and President of the Alumni Association
- Career news

Advertisers

ARCHETYPE Magazine offers an uncluttered advertising environment in which to reach a selected audience. Only advertising directly relevant to our readers will be accepted. Our readers are interested in advertising about:

- Practitioners and consultancy services
- Software, hardware and related professional support services
- Career and employment support services
- Community and Government information
- Upcoming events

Advertising space is strictly limited and will never extend beyond 25% of the magazine content.
Advertising sizes and rates

ARCHETYPE Magazine comes out twice a year.
Spring edition: released September
Autumn edition: released March

Advertising options:

<table>
<thead>
<tr>
<th>Size</th>
<th>Dimensions</th>
<th>Rate</th>
<th>GST</th>
<th>Total (inc. GST)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>267 X 190 mm</td>
<td>$1595</td>
<td>$159.50</td>
<td>$1,754.50</td>
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<tr>
<td>1/2 Page Horizontal</td>
<td>128 X 190 mm</td>
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<td>$984.50</td>
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<tr>
<td>1/4 Page Horizontal</td>
<td>65 X 190 mm</td>
<td>$590</td>
<td>$59</td>
<td>$649.00</td>
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<tr>
<td>1/4 Page Vertical</td>
<td>128 X 90 mm</td>
<td>$590</td>
<td>$59</td>
<td>$649.00</td>
</tr>
<tr>
<td>Website marketplace</td>
<td>45 X 58 mm*</td>
<td>$345</td>
<td>$34.50</td>
<td>$379.50</td>
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</table>

* plus URL addresses

Outside back cover available at 50% loading on full-page rate (i.e. $2,632.30 (inc. GST))
Inside front cover available at 25% loading on full-page rate (i.e. $2,193.40 (inc. GST))
Inside back cover available at 15% loading on full-page rate (i.e. $2,017.40 (inc. GST))

Book two editions and receive a 10% discount.

Advertising material specifications:

Artwork can only be accepted as high res (press quality) PDF files. All images must be saved as CMYK colour at 300 dpi or higher. For full-page advertisements please ensure trim marks are placed appropriately. Whilst every care is taken, ARCHETYPE Magazine cannot be held responsible for any errors on final output generated by you or the software you use in creating files for output. It is the sole responsibility of the client to review all material including trapping and set colour splits in the original artwork, to attest to its accuracy. The final check before we receive your files is your responsibility.

The Faculty of Architecture, Design & Planning does not have the resources to produce artwork for advertisers. We can recommend agencies and designers if you need assistance but take no responsibility for material.
Bookings and enquiries

For advertising enquiries contact:
John Elliott
Marketing Manager
Faculty of Architecture, Design & Planning
Tel: +61 2 9351 7591
Fax: +61 2 9351 5665
Email: j.elliott@arch.usyd.edu.au
Web: www.arch.usyd.edu.au/alumni/advertising

To book your advertisement in ARCHETYPE, please complete the following form and fax to +61 2 9351 5665
ABN 15 211 513 464

Company Name: ______________________________________________________________________
Title: __________________________ Firstname: _________________ Surname: ________________________
Address: _____________________________________________________________________________
Tel: _______________________ Fax: ______________________ Mob: ___________________________
Email: ________________________________________________________________________________

Issue: □ Spring (September 2008) □ Autumn (March 2009)
Size: □ Full page ($1754.50) □ Position Loading (please contact the Faculty of Architecture, Design & Planning for position availability)
Half Page ($984.50) □ Vertical □ Horizontal
Quarter Page ($649) □ Vertical □ Horizontal
□ Website marketplace ($379.50)

I authorise the above booking and accept the terms and conditions on behalf of the advertiser

__ ____________________________ __ ____________________________
Signature Date

Booking and material deadlines:

<table>
<thead>
<tr>
<th>Issue</th>
<th>Spring (September 2008)</th>
<th>Autumn (March 2009)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Booking deadline</td>
<td>July 18, 2008</td>
<td>December 19, 2008</td>
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<tr>
<td>Material deadline</td>
<td>July 31, 2008</td>
<td>January 30, 2009</td>
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