Farrago's content is written entirely by students for students under the direction of the annually-elected editorial team. In 2016, these elected students are:

Caleb Triscari
Danielle Bagnato
Sebastian Dodds
Baya Ou Yang

Farrago has maintained its editorial independence since it was first published in 1925. This means that what students read in Farrago is the genuine opinions of other students, not the University’s, its staff or mainstream media’s. It is unique to the University of Melbourne student body.

DISTRIBUTION

Farrago is a free publication distributed from more than 30 locations in the University of Melbourne’s Parkville and Southbank (VCAM) campuses. At the launch of each edition, Farrago also sends out a team of samplers to distribute the magazine at busy campus cafes and other locations.

PRINT RUN

The usual print run per edition is 4,000 copies. This may increase to 5,000 or more copies for editions which coincide with popular events like Orientation Week in February.

READERS

Our largest group of readers are those aged between 18 and 25 years old. This demographic makes up more than 60% of the student population.
PUBLICATION SCHEDULE AND DEADLINES 2016

Dates subject to change

<table>
<thead>
<tr>
<th>Edition</th>
<th>Booking Deadline</th>
<th>Artwork Deadline</th>
<th>Release Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 - February (O’Week)</td>
<td>Fri 15 Jan</td>
<td>Fri 22 Jan</td>
<td>Mon 22 Feb</td>
</tr>
<tr>
<td>2 - March</td>
<td>Fri 12 Feb</td>
<td>Fri 19 Feb</td>
<td>Thu 17 Mar</td>
</tr>
<tr>
<td>3 - April</td>
<td>Fri 11 Mar</td>
<td>Fri 18 Mar</td>
<td>Thu 14 Apr</td>
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<tr>
<td>4 - May</td>
<td>Fri 8 Apr</td>
<td>Fri 15 Apr</td>
<td>Thu 12 May</td>
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<td>5 - July</td>
<td>Fri 17 Jun</td>
<td>Fri 24 Jun</td>
<td>Tue 18 Jul</td>
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<td>6 - August</td>
<td>Fri 26 Jun</td>
<td>Sun 10 Jul</td>
<td>Fri 5 Aug</td>
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<tr>
<td>7 - September (Elections)</td>
<td>Sun 24 Jul</td>
<td>Sun 7 Aug</td>
<td>Fri 26 Aug</td>
</tr>
<tr>
<td>8 - October</td>
<td>Sun 4 Sep</td>
<td>Sun 18 Sep</td>
<td>Fri 7 Oct</td>
</tr>
</tbody>
</table>

ADVERTISING RATES

Rates are inclusive of GST

<table>
<thead>
<tr>
<th>Ad</th>
<th>Colour</th>
<th>Base Rate</th>
<th>3+ editions</th>
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</thead>
<tbody>
<tr>
<td>Inside front cover</td>
<td>Colour</td>
<td>$ 1,770</td>
<td>$ 1,690</td>
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<tr>
<td>Inside back cover</td>
<td>Colour</td>
<td>$ 1,545</td>
<td>$ 1,460</td>
</tr>
<tr>
<td>Full page</td>
<td>Colour</td>
<td>$ 1,280</td>
<td>$ 1,205</td>
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<tr>
<td>½-page</td>
<td>Colour</td>
<td>$ 920</td>
<td>$ 870</td>
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Notes and discounts:
• Agencies: multi-edition discounts apply if booking for same client. Rates above are exclusive of agency fees.
• Local business discount: 15% off base rate for business located in postcodes 3000-3008, 3051-3056 or 3065-3066.
• Charity or community organisation discount:
  15% off base rate. ABN must be supplied with booking.
• Discounts cannot be combined with other discounts or offers.
• Packaging options available with other Student Union media or events.
SPECIFICATIONS

HALF PAGE
Horizontal
Bleed size – 216 x 154mm
Trim size – 210 x 148mm
Type area – 200 x 138mm

HALF PAGE
Vertical
Bleed size – 111 x 303mm
Trim size – 105 x 297mm
Type area – 95 x 287mm

FULL PAGE
Inside front cover, Inside back cover
Bleed size – 216 x 303mm
Trim size – 210 x 297mm
Type area – 200 x 287mm
MATERIAL DELIVERY REQUIREMENT

- Material must be in high resolution for print (300dpi or higher)
- Material must be supplied in final form in PDF format
- Colour must be CMYK
- We do not accept material made in or derived from Word, CorelDraw, Excel, Freehand, Pagemaker, Publisher and PowerPoint
- E-mail deliveries to: farrago.ads@union.unimelb.edu.au
  Mail deliveries (in a CD) to:
  Farrago Advertising
  4th Floor Union House
  University of Melbourne,
  VIC 3010

ADVERTISING TERMS AND CONDITIONS

Farrago will not accept advertising for political party announcements, cigarettes, alcoholic beverages, gambling services or venues, sexual services or sex industry venues, and military organisations or their affiliates.
Farrago will not accept advertisements which it deems to be racist, homophobic and offensive in nature.
Farrago will not accept advertorials.
Farrago may exclude or request amendments to any advertisement submitted for publication which does not satisfy our specifications and policies above.
Farrago will not be responsible or accept liability for loss due to the failure of an advertisement to appear where our directions have not been met.
Cancellations must be in writing and will be charged at the full rate if received after the artwork deadline.
Payments are made to UMSU Inc.
Invoices will be issued by UMSU Inc.
Payment must be made in full within 7 days of the invoice date unless otherwise agreed to.
We reserve the right to exclude an advertisement or request upfront payments from parties which have failed to pay in the past or accrued outstanding payments.

BOOKINGS AND ENQUIRIES

To make a booking or enquire further, please contact:
Daz Martin
Phone: +61 3 8344 0351
Email: advertise@union.unimelb.edu.au
Advertising Booking Form

FARRAGO
Daz Martin
Marketing and Events Officer
UMSU Inc | Level 4, Union House | University of Melbourne VIC 3010
T: +61 3 8344 0351
advertise@union.unimelb.edu.au
umsu.unimelb.edu.au/farrago

Organisation/Business Name: ____________________________________________________________
Mailing Address:  ____________________________________________________________
City/Suburb: ___________________________________________ State: __________ Postcode: __________
Country: ___________________________________________
Contact Name: ___________________________________________
Position/Role: ___________________________________________
Phone Number: __________________ Fax Number: ________________
Email: ________________________________________________________

INVOICE DETAILS (IF DIFFERENT TO ABOVE)
Reference/Job/Purchase Order Number: ____________________________________________________
Organisation/Business Name: ____________________________________________________________
Mailing Address: ___ __________________________________________________________
City/Suburb: ___________________________________________ State: __________ Postcode: __________
Country: ___________________________________________
Contact Name: ___________________________________________
Position/Role: ___________________________________________
Phone Number: __________________ Fax Number: ________________
Email: ________________________________________________________

BOOKING DETAILS

<table>
<thead>
<tr>
<th>EDITION</th>
<th>PUBLICATION DATE</th>
<th>SPACE DESCRIPTION</th>
<th>RATE</th>
<th>QUANTITY</th>
<th>CLIENT/BRAND</th>
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BOOKING DETAILS
Total Booking Fee (inc. GST) __________________________________________________________
Notes or instructions __________________________________________________________
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Acknowledgment and agreement

- I hereby acknowledge that I have read and understood all the terms and conditions for adverting in _Farrago_.

- I agree with the total booking fee stated on this form, which will be invoiced by UMSU Inc.

Signed:

Name:

Date:

Please return by email to:
advertise@union.unimelb.edu.au

to confirm your booking