

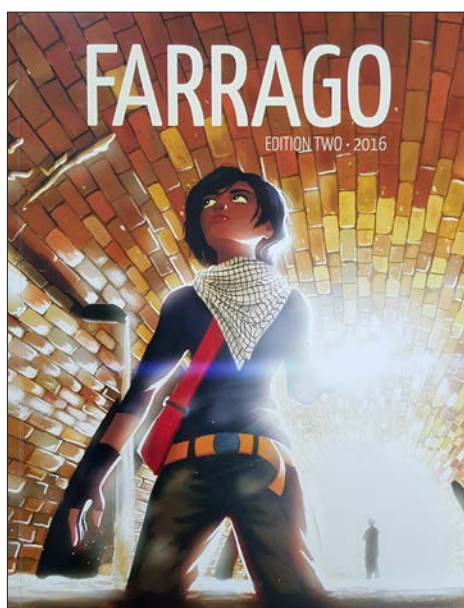
FARRAGO

FARRAGO MAGAZINE IS THE OFFICIAL STUDENT VOICE

Farrago's content is written entirely by students for students under the direction of the annually-elected editorial team. In 2017, these elected students are:

Mary Ntalianis
Alexandra Alvaro
Amie Green
James Macaronas

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.



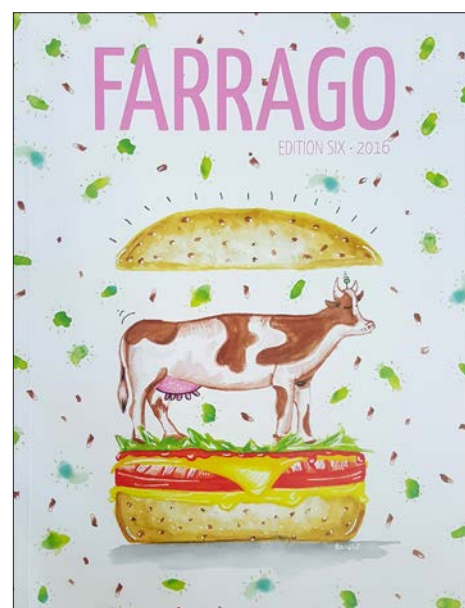
DISTRIBUTION

Farrago is a free publication distributed from more than 30 locations in the University of Melbourne's Parkville and Southbank (VCA) 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 2017

Dates subject to change

EDITION	BOOKING DEADLINE	ARTWORK DEADLINE	RELEASE DATE
1 - February (O'Week)	Fri 20 Jan	Fri 27 Jan	Mon 20 Feb
2 - March	Fri 10 Feb	Fri 17 Feb	Thu 17 Mar
3 - April	Sun 26 Mar	Fri 7 Apr	Mon 1 May
4 - May	Sun 25 Apr	Sat 6 May	Mon 29 May
5 - July	Sun 28 May	Fri 9 Jun	Mon 3 Jul
6 - August (Elections)	July TBC	July TBC	TBC
7 - September	Aug TBC	Aug TBC	TBC
8 - October	Sep TBC	Sep TBC	TBC

ADVERTISING RATES

Rates are inclusive of GST

AD	COLOUR	BASE RATE	3+ EDITIONS
Inside front cover	Colour	\$ 1,825	\$ 1,750
Inside back cover	Colour	\$ 1,590	\$ 1,500
Full page	Colour	\$ 1,320	\$ 1,240
Half-page	Colour	\$ 950	\$ 890

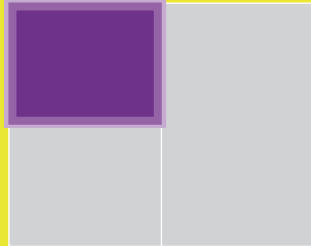
HALF PAGE

Horizontal

Bleed size - 216 x 154mm

Trim size - 210 x 148mm

Type area - 200 x 138m



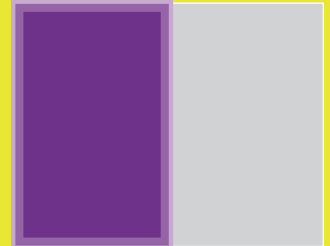
FULL PAGE

Inside front cover,
Inside back cover

Bleed size - 216 x 303mm

Trim size - 210 x 297mm

Type area - 200 x 287mm

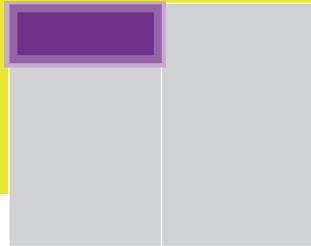


QUARTER PAGE

Bleed size - 216 x 77mm

Trim size - 210 x 74mm

Type area - 200 x 69mm



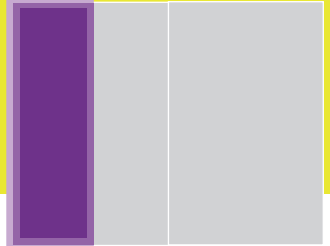
HALF PAGE

Vertical

Bleed size - 111 x 303mm

Trim size - 105 x 297mm

Type area - 95 x 287m



SPECIFICATIONS 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
- Email deliveries to: advertise@union.unimelb.edu.au
- Mail deliveries (in a CD) to:
Farrago Advertising
Level 4, 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:

Esther Semo

Sponsorship & Advertising Officer

T: +61 3 8344 4994

E: advertise@union.unimelb.edu.au

ADVERTISING BOOKING FORM

FARRAGO

Esther Semo

Sponsorship & Advertising Officer

UMSU Inc | Level 4, Union House | University of Melbourne VIC 3010

T: +61 3 8344 4994

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

Agencies Only

EDITION	PUBLICATION DATE	SPACE DESCRIPTION	RATE	QUANTITY	CLIENT/BRAND

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 advertising 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