

**NOTE: Payment for services must be received in advance at MAV office; all prices include GST
Credit card payment accepted**

FOLIO ADVERTISING SERVICE:

ADVERTISEMENTS INSIDE FOLIO

- Folio (Bimonthly newsletter) reaches a target market of 1000 including paid financial members
- All ads are Black and White, business card size (90mm x 55mm) or multiple height
- Pre designed ads must be supplied in specified size and file format (.PDF or .JPG ONLY, Resolution: 150 - 300 dpi)
- Ads designed at MAV (using simple template); content must be supplied in MS Word (text) and .jpg (image files)
- Add design service costs additional \$50 (if material is not supplied as specified)
- Advertising material must be supplied by the Folio deadline dates

SIZE	MAV MEMBERS	NON - MEMBERS
STANDARD ADD - 1 x Business card Size (w: 90mm x h: 55mm)	\$ 80	\$ 160
MEDIUM ADD - 2 x Business card Size (w: 90mm x h: 110mm)	\$ 160	\$ 320
LARGE ADD - 3 x Business card Size (w: 90mm x h: 165mm)	\$ 240	\$ 480

FORMATS AND FILE SPECIFICATIONS FOR FOLIO ADVERTISING

TEXT MATERIAL	IMAGES
MS Word format .doc or .PDF	.jpg file format, Resolution: 150 - 300 dpi (if possible)

FOLIO INSERTS

- Folio mail out targets a niche market of 550 financial and VIP members
- All inserts **must be folded in DL size** (Standard envelope) or smaller format A5
- Additional costs apply if inserts are not supplied pre-folded or DL size.
- All inserts must be supplied by the Folio deadline mailing dates
- If you help us organise volunteers for the Folio mail out, prices are discounted as follows

MAV Members	NON - MEMBERS
\$ 66	\$ 110
\$ 55 (1 volunteer)	\$ 99 (1 volunteer)
\$ 44 (2 volunteers)	\$ 88 (2 volunteers)

FOLIO DEADLINES

ISSUE:	COVERING PERIOD FOR:	DEADLINE:	EDITION OUT:
50	April/May	Friday 19 th March	Monday 29 th March
51	June/ July	Friday 14 th May	Tuesday 25 th May
52	Aug/Sep	Friday 16 th July	Tuesday 27 th July
53	Oct/Nov	Friday 17 th Sep	Tuesday 28 th Sep
54	Dec/Jan	Friday 19 th Nov	Monday 29 th Nov

ADDITIONAL MAIL OUTS

- Additional mail outs can be organised to meet members/clients specific needs, i.e.; based on specific art form, Media organisations, cultural or community groups, etc.
- Please allow 5 working days from receipt of payment for the completion of the mail out

SERVICE	MAV MEMBERS	NON - MEMBERS
Administration fee (per mail out)	\$ 100	\$ 200
Per DL/ Standard Envelope	.25* + postage costs°	.25* + postage costs°
Per A4/A5 Envelope	.45* + postage costs°	.45* + postage costs°

* Cost includes one envelope and label printing

° Postage costs are calculated as per Australia Post charges

DISCLAIMER: MAV reserves the right not to publish material (Web site or Folio) that is in direct conflict to MAV's ethos, aims and objectives or deemed offensive. For further details please call MAV on 03 9417 6777 or email us office@multiculturalarts.com.au

WEB AND EMAIL ADVERTISING SERVICE:

eNEWS ADVERTISING SERVICE

- E NEWS email service reaches the target market of 3000 MAV members, associates and VIPs
- This service is FREE to MAV members who wish to promote their event and includes MAV website events listing
- This is a fortnightly service sent every **1st and 3rd WEDNESDAY of each month**
- eNEWS promo material is **DUE BY 5PM - 1st and 3rd TUESDAY** of the month (day before the deadline) and
- MUST be supplied as text containing event details: name, date, venue, cost and short description max. two lines
- Express service + \$20 (*this is same day service*)

MAV WEB SITE and BANNER ADDs

- Banner add can be pre-designed and MUST be supplied in fixed size: 400px x 70px, resolution: 72dpi, or
- Banner add (MAV designed) information must be supplied in MS Word (text) and .jpg (image) file formats
- Banner add design service costs additional \$50 (if material is not supplied as specified)
- Web placement of banner based on the first come first served service
- All banner advertising includes editorial on the MAV web site ONLINE events listings and eNEWS email *if applicable*

TIMELINE	2 WEEKS		1 MONTH	
SERVICE	MAV Members	Non-Memb.	MAV Members	Non-Memb.
BANNER ADD (pre-designed) Image size 400px x 70px, resolution: 72dpi	\$40	\$90	\$70	\$120
BANNER ADD (MAV designed) Text Material: MS Word format .doc, (event details: name, date, venue, cost, short description), Images: .jpg	\$40	\$90	\$70	\$120
DESIGN FEE- if applicable	\$50	\$50		
ONLINE events listings*	FREE	\$30	NA	NA
eNEWS editorial / link*	FREE	\$30	NA	NA

*ONLINE EVENTS and eNEWS email listing are one OFF service

DEADLINES

- **WEB SITE UPDATES -** every **WEDNESDAY**
(Events, News, General)
- **eNEWS email -** sent **FORTNIGHTLY** every
(Gigs, Prizes, Jobs) **1st and 3rd WEDNESDAY of each month**
(Supply text containing event details: name, date, venue, cost and short description max. two lines)
- **WEB PROMO MATERIAL** **DUE BY 5PM**
(MS Word and .jpg files) **1st and 3rd TUESDAY of the month (day before the deadline)**

OTHER SERVICES:

SCANNING < APPOINTMENT ONLY SERVICE - available to MAV members >

- All images are scanned at 100% size, resolution 300dpi.
- COST: Per image scan = \$ 2 CD + burn = \$ 5 Burn if CD supplied = \$ 2

B+W PHOTOCOPYING < APPOINTMENT ONLY SERVICE - available to MAV members >

- Free service for MAV members working on projects with MAV supplying their own paper

SERVICE	MEMBERS SUPPLY PAPER	MAV PAPER
MAV Members	FREE	A4 - 10 ¢, A3 – 20 ¢

BROKERAGE (further details available at MAV office)

- The minimum fee of \$50 is charged to brokered events **UP TO \$400** or
- **15%** fee is charged for brokered events **FROM \$400 - \$2000** or
- **10%** is charged for brokered events **FROM \$2000 +**

AUSPICING or Fund Administration (further details available at MAV office)

- MAV charges **one off fee** for administering projects:
- **10%** projects **under \$5000**
- **15%** projects **\$5000 - \$20 000**
- **20%** projects **\$20 000 +**

INFORMATION REQUEST FOR ARTISTS AND GROUPS - UNAVAILABLE

Due to Privacy Law issues no artists/group details will be given out before artist's prior permission.

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