



NSW RURAL FIRE SERVICE



# BUSH FIRE BULLETIN

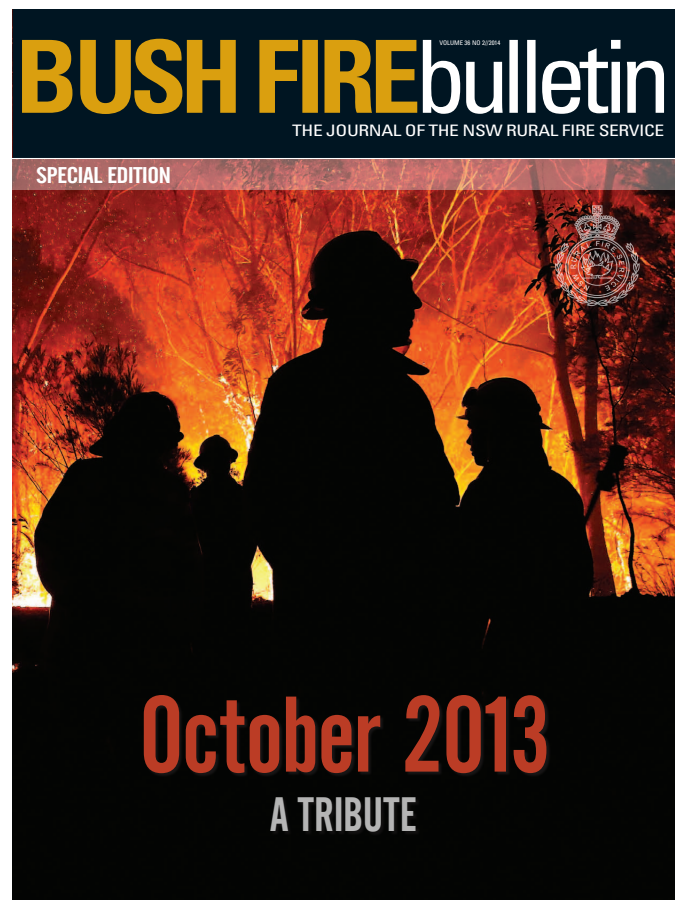
## Rate Card 2014-16

THE JOURNAL OF THE NSW RURAL FIRE SERVICE

October 2014

### Looking for high visibility in one of the best firefighting magazines in the world?

Bush fire is an inherent part of the Australian landscape and the *Bush Fire Bulletin* is the premier publication dedicated to providing detailed reporting on bush firefighting activities across NSW. The *Bush Fire Bulletin* is the NSW Rural Fire Service's (NSW RFS) official journal and has been in circulation for more than 60 years. It covers bush fire emergencies, fire safety, firefighting technology and equipment and brings the key messages of bush fire safety to its readers. This well-loved publication has a readership of more than 74,000 and more than 25,000 copies are distributed to brigades, Fire Control Centres and educational institutions in NSW and around Australia. It is also publicly available for download on the NSW RFS public website ([www.rfs.nsw.gov.au](http://www.rfs.nsw.gov.au)). The *Bush Fire Bulletin* has high visibility among its readers and offers high visibility for those who advertise on its pages.



## About the NSW RFS

The NSW RFS is the lead combat agency for bush fires in NSW. For over 100 years we have been a significant part of the history and landscape of NSW. Working closely with other agencies we respond to a range of emergencies including structure fires, motor vehicle accidents and storms that occur within rural fire districts.

The NSW RFS is widely acknowledged as the largest volunteer fire service in the world.

Members of the NSW RFS are trained to very high levels of competence to ensure they know what to do in an emergency.

The Service aims to reduce the likelihood and consequence of fires occurring. This involves comprehensive risk management programs to reduce bush fire hazards, reduce fire ignitions and the development of regulations for bush fire prone areas.

## Content that counts

The *Bush Fire Bulletin* features everything from major bush fire emergencies to the most current updates on technology, policy and operational matters. Readers are kept abreast of safety and training issues and local and regional news for their brigades. Acknowledging the commitment, skills and efforts of local volunteers is an important aspect of the *Bush Fire Bulletin's* popularity.

## The bottom line

For those who advertise in its pages, the *Bush Fire Bulletin* offers a geographically diverse audience of attentive community-focused individuals with influence across a broad spectrum of NSW businesses and organisations. Many of our readers are volunteers from all walks of life including farmers, professionals, politicians, pensioners, students, truckies and tradespeople who are involved in areas such as communications, catering, community education, fundraising, firefighting, fire equipment and training.

## BOOKING DEADLINES

Issue	Advert booking deadline	Publication date
Summer	1 October	December
Autumn	1 February	March
Winter	1 May	June
Spring	1 July	September

## 2014-16 ADVERTISING RATES (inclusive of GST)

	Casual rates per issue	4 issue contract rate per issue
Full page	\$3,960	\$3,366
Inside back cover	\$5,544	\$4,715
1/2 page	\$1,980	\$1,683
1/3 page horizontal	\$1,100	\$935
1/6 page horizontal	\$825	\$705

## Securing a booking

To secure a booking simply complete the Bush Fire Bulletin Advertising Booking Confirmation form and return it to the NSW RFS Executive Support Team; Email: [Executive.Support@rfs.nsw.gov.au](mailto:Executive.Support@rfs.nsw.gov.au)

## Bush Fire Bulletin technical specifications

Trimmed page size - 297 x 210mm portrait, full colour (CMYK) offset printed 48pp self cover format, 175# screen, saddle stitched.

### Advertising artwork files

All artwork is to be supplied as print-ready high resolution PDF format with a minimum 300 dpi.

- Any costs associated with work required by the publisher to correct or convert client files will be paid for by the advertiser.

### Advertising artwork helpful hints

The following information should be noted when designing your advertising artwork:

- Solid black backgrounds are recommended to have a 40% cyan stipple.
- Small type that is under 10pt, especially with serifs is not recommended.
- All reverse type should be produced using a minimum of colours.
- Subordinate colours should be spread, allowing the smaller key colour to shape the letter and therefore improve registration.
- Proofs supplied calibrated to the 3DAP proofing standard are the only proofs acceptable for colour matching.
- Proofs must be made from the final art file or pdf to be supplied.

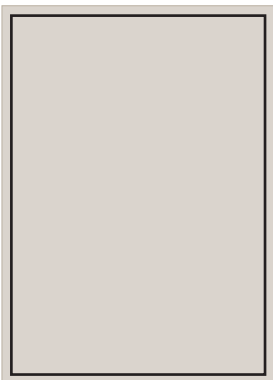
## Terms and conditions

- Cancellations must be in writing and will only be accepted up to 15 days prior to the applicable advert booking deadlines. All cancellations after this will incur a 20% + GST cost surcharge.
- If completed artwork has not been supplied by the appropriate deadline, the publisher reserves the right to repeat previously used material.
- The publisher reserves the right to accept or decline any advertisement at the publisher's sole discretion.
- Any advertorial content must include the word 'Advertorial' or similar at the top of the page.
- Should the Publisher be unable to publish the advertisement in the Bush Fire Bulletin for any reason whatsoever, the Publisher shall be entitled to refund the advertisement fee to the advertiser whereupon the advertiser shall have no further claim on the Publisher.

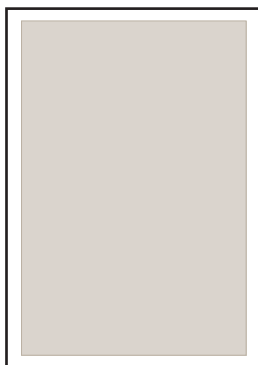
## SPECIFICATIONS

Page size	Measurements (Width x height)
Full page + bleed	210 x 297mm allow 5mm bleed
Full page no bleed	186 x 277mm
1/2 page	186 x 132mm
1/3 page horizontal	186 x 86mm
1/6 page horizontal	186 x 40mm

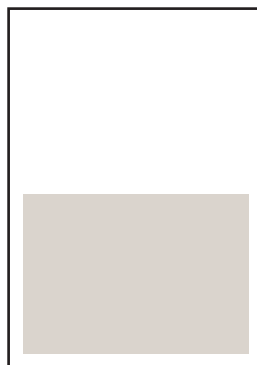
Full page  
+ bleed



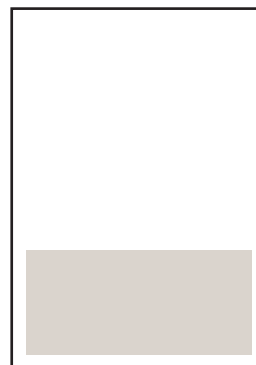
Full page  
no bleed



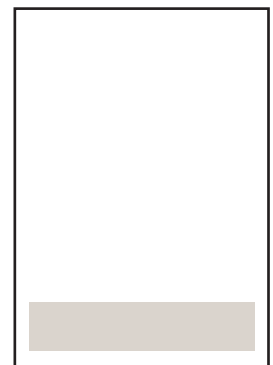
1/2 page



1/3 page  
horizontal



1/6 page  
horizontal



For all advertising bookings fill out the **Booking Confirmation Form** on page 4. For more information email [Executive.Support@rfs.nsw.gov.au](mailto:Executive.Support@rfs.nsw.gov.au)

# BUSH FIREbulletin

THE JOURNAL OF THE NSW RURAL FIRE SERVICE

## Bush Fire Bulletin Advertising Booking Confirmation

### Applicant Details

Name:	
Company:	
Position:	
Contact phone:	
Fax number:	
Email address:	
Casual edition booking <input type="checkbox"/>	Year <input type="text"/> Issue: <input type="checkbox"/> Summer <input type="checkbox"/> Autumn <input type="checkbox"/> Winter <input type="checkbox"/> Spring
4 Issue contract booking <input type="checkbox"/>	Commencing year <input type="text"/> Issue: <input type="checkbox"/> Summer <input type="checkbox"/> Autumn <input type="checkbox"/> Winter <input type="checkbox"/> Spring
	Finishing year <input type="text"/> Issue: <input type="checkbox"/> Summer <input type="checkbox"/> Autumn <input type="checkbox"/> Winter <input type="checkbox"/> Spring

### 2014 ADVERTISING RATES (inclusive of GST)

	Measurements (Width x height)	Casual rates per issue	4 Issue contract rate per issue
Full page	210 x 297mm	\$3,960	\$3,366
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I hereby request the NSW Rural Fire Service ("the Publisher") to book the above requested advertising in the Bush Fire Bulletin. I understand that every advertisement is accepted for publication only on the basis that we, the Advertiser, warrant to the Publisher that the advertisement and its contents are true and correct in all respects, are in no way misleading or deceptive and contain no misrepresentations or statements prohibited by Section 53 of the Trade Practices Act and that publication of such advertisements by the Publisher will not constitute misleading or deceptive conduct

prohibited by Sec 52 of the Trade Practices Act or otherwise contravene any other provision of the Act. Accordingly, this warranty is deemed to be included in each submission of any advertisement for publication. I also accept that the Publisher reserves the right to refuse publication of advertisements. I am authorised to incur this expense on behalf of my organisation and I am aware that the cancellation of advertisements less than four weeks prior to publication may incur additional fees in addition to the full cost of the advertisement.

Approved by signature:	Name:	
	Position title:	Date:
Your purchase order number:	Your NSW RFS customer number:	

➤ Complete this form and email to [Executive.Support@rfs.nsw.gov.au](mailto:Executive.Support@rfs.nsw.gov.au)