



THE RACES WA

2020/21 RATE CARD



The Races WA - Thoroughbred Racing is a bi-monthly publication produced by Racing & Wagering WA for the thoroughbred racing industry. The publication, often referred to as the "Trainers Bible", is sent to racing industry participants such as owners, breeders, racing administrators, as well as all licensed jockeys, bookmakers and trainers in Western Australia.

With over 1000 printed copies produced each month, The Races WA Magazine contains detailed programmes of all race meetings held in Western Australia plus contact details for all licensed trainers, jockeys, farriers and bookmakers. The magazine also contains amendments to the rules of racing, feature stories, statewide racing news, personality profiles and educational articles. The editorial section of the magazine is also available to readers online via the RWWA website and promoted on social media platforms. The RWWA website attracts over 100,000 visitors each month and RWWA social media pages update over 1,100 followers on a regular basis.

Please be aware that all advertisements must be completed and signed off on by the deadline date. Please see advertising deadline dates below.

2020/21 DEADLINES

EDITION	ADVERTISING DEADLINE
Aug/Sept 2020	13 July 2020
Oct/Nov 2020	11 September 2020
Dec/Jan 2021	9 November 2020
Feb/Mar 2021	11 January 2021
April/May 2021	12 March 2021
June/July 2021	10 May 2021

PRICING

PREMIUM POSITIONS (INC GST)	CASUAL	3 ISSUES	6 ISSUES	12 ISSUES
Outside Back Cover	\$1,215	\$1,154	-	-
Inside Front Cover	\$1,000	\$950	-	-
Inside Back Cover	\$1,000	\$950	-	-

COLOUR STANDARD POSITIONS (INC GST)				
Full Page	\$715	\$679	\$643	\$607
Double Page	\$1,430	\$1,358	\$1,287	\$1,215
Half Page	\$448	\$425	\$403	\$380
Third Page	\$364	\$345	\$327	\$309
Quarter Page	\$280	\$266	\$252	\$238

B/W STANDARD POSITIONS (INC GST)				
Full Page	\$422	\$400	\$379	\$358
Double Page	\$845.00	\$803	\$761	\$718
Half Page	\$265.00	\$252	\$239	\$225
Third Page	\$214.00	\$203	\$193	\$182
Quarter Page	\$165.00	\$157	\$149	\$140
Display	\$55.00	-	-	-
Inserts into the Magazine	\$715.00	-	-	-

For right-hand page guaranteed placement, a loading of 10% applies. The Races WA Magazine reserves the right to refuse any advertisement for any reason.

TO ADVERTISE IN THE RACES WA MAGAZINE DIRECT YOUR ENQUIRIES TO:

Publications, Racing & Wagering Western Australia - 14 Hasler Rd Osborne Park, Western Australia 6017
Telephone (08) 9445 5598 - Email: publications@rwwa.com.au

SIZES

SPECIFICATIONS

We accept the following file formats:

- ▶ PDFs
- ▶ TIFF or JPEG (300dpi)
- ▶ EPS If your eps contains type make sure you convert all type to outlines.
- ▶ Word document files can be accepted for TEXT ONLY. Pictures inserted into a Word Document cannot be used.

COLOURS: CMYK only

It is recommended that all black type be made up using process black only, not four colours.

RESOLUTION: 300dpi at 100% print size.

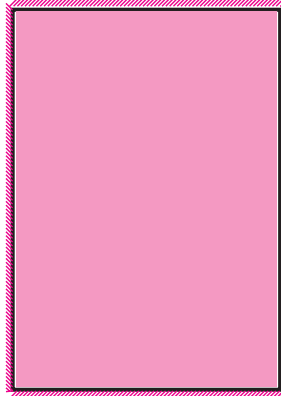
BLEED: For full page and double page spread advertisements please allow at least 5mm bleed on all sides. All other size ads do not need to be supplied with bleed.

DELIVERY OF MATERIAL:

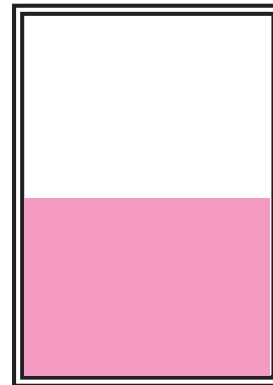
- ▶ Files can be emailed - please note that we can accept files up to 6MB. PC files compressed using Winzip are acceptable.
- ▶ Any files larger than 6MB must be burned to CD or DVD.

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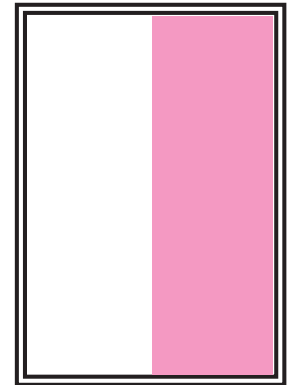
Publications, Racing & Wagering Western Australia
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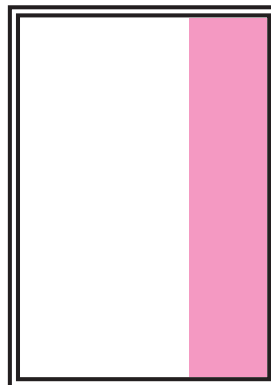
FULL PAGE
297H x 210W
(+5mm bleed)



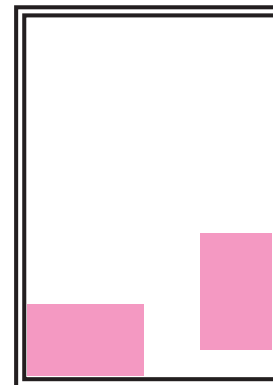
HALF PAGE
horizontal
130H x 185W



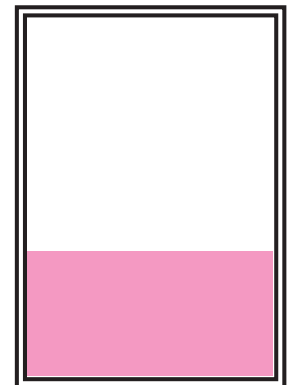
HALF PAGE
vertical
260H x 90W



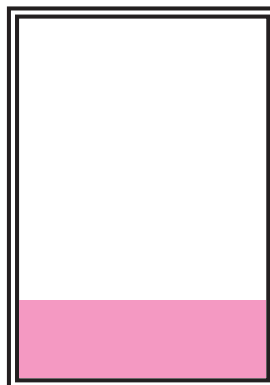
THIRD PAGE
vertical
260H x 60W



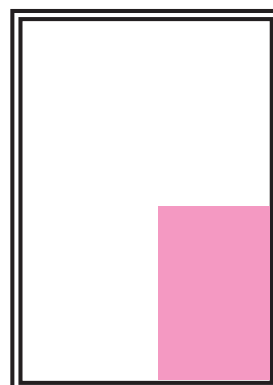
DISPLAY
vertical or horizontal
85H x 60W or 60H x 85W



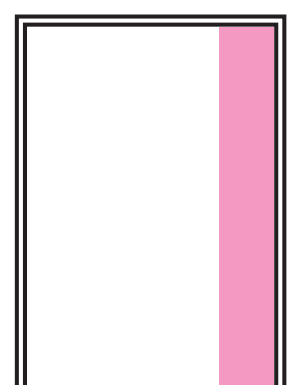
THIRD PAGE
horizontal
85H x 185W



QUARTER PAGE
horizontal
65H x 185W



QUARTER PAGE
portrait
130H x 90W



QUARTER PAGE
vertical
260H x 45W

