



# GIDGEGANNUP AGRICULTURAL SOCIETY (INC)

PO Box 22 Gidgegannup 6083 Western Australia

ABN: 92 569 744 637

## Gidgegram

# Advertising Updates 2011

### Dear Advertiser,

On behalf of Gidgegannup Agricultural Society I would like to notify you of changes to the Gidgegram charges and deadlines. The popularity of the Gidgegram has soared in past years and we can no longer afford the time spent every month folding, collating and packing the 1400 copies by hand with volunteers.

The printing company has been asked to undertake the collating, stapling and folding, leaving us with only the packing into Australia Post boxes, ready for distribution through the Post. This exercise is more expensive than our previous arrangement, so we have no other course than to increase the charges accordingly. There will be a size restriction on the Gidgegram of 20 A4 pages. Because we no longer fold we can not accommodate inserts.

### New charges from May 2011

**1/8 page \$20.00      1/4 page \$40.00**  
**1/2 page \$80.00      Full Page \$150.00**  
**Classifieds \$10.00 each      NO INSERTS**

### To Advertise

Please fill out the details on an Advertising Schedule, and post your details or artwork\* to:

Editor, Sandra Faye Harms,  
179 Red Brook Circle Gidgegannup WA 6083.  
OR email: to [p1sharms@westnet.net.au](mailto:p1sharms@westnet.net.au)  
or [sandra@redbrookart.com.au](mailto:sandra@redbrookart.com.au)

Advertisers who download the Form from the community website [www.gidgegannup.info](http://www.gidgegannup.info) should email the form to one of the addresses listed above. Advertising Schedule forms will also be available from Gidgegannup newsagency. If for any reason there are no forms at the newsagency please phone me 9572 9061 or 0429 086 253 during working hours. I will see that the news agency get some more in stock. I will make sure your ad is placed and your details for invoicing are passed on to Barry Howard c/o Gidgegannup Agricultural Society. If at any time during the year you no longer wish to advertise, you must contact Barry Howard to cancel your advertisement.

### Payments:

Barry Howard Tel: 9574 6305  
Email: [bazzbarb@bigpond.net.au](mailto:bazzbarb@bigpond.net.au)  
c/o Gidgegannup Agricultural Society,  
PO Box 22, Gidgegannup WA 6083

The Gidgegram is published 11 months each year, (there is no December issue).

You will note on the Form in the Payment Request section

### 2011 Gidgegram Deadlines & Dispatch

| Copy Deadline Thursdays |      | Dispatch Wednesdays |
|-------------------------|------|---------------------|
| February                | 17th | 23rd                |
| March                   | 24th | 30th                |
| April                   | 21st | 27th                |
| May                     | 19th | 25th                |
| June                    | 23rd | 29th                |
| July                    | 21st | 27th                |
| August                  | 25th | 31st                |
| September               | 22nd | 28th                |
| October                 | 20th | 26th                |

*November issue is the last issue for 2011 deadlines will be reviewed for 2012*

that you can specify how regularly you wish to pay, if you prefer you can choose to pay annually, or you may choose to pay 3 monthly.

### Adjustments or New Artwork

If you need artwork or need some updating you will be invoiced separately by **Red Brook Art Graphic Design Service** (see address details of Editor above), at reasonable rates. Red Brook Art Graphic Design Service can design and prepare the artwork for internet (websites) or organise printing & promotional requirements for your business or organisation. Final artwork will be stored and can be distributed to other publications/signwriters on request. Artwork is accepted in Word Documents, Microsoft Publisher, PDF, Corel Draw, or as JPG, Tiff, EPS, with at least 300dpi resolution. The Gidgegram publication is in grayscale so all colour will be converted to black and white or grayscale. Photographs can be sent through straight from digital camera.

### Articles

All articles and submissions that are of community interest, are free of charge. Any articles containing inflammatory remarks will not be published and the Gidgegannup Agricultural Society retains the right to refuse publication of any offensive materials submitted. Although every effort to remain totally impartial, the Editor and the individual members of the Gidgegannup Agricultural Society (The Publisher) cannot be made responsible for comments and opinions voiced in the letters received.

**Sandra Faye Harms / Editor**