



HousingWORKS

Advertising 2009

What is HousingWORKS?

HousingWORKS is the premier journal on social housing matters in Australia and New Zealand. It provides relevant and topical information to those working in the social housing sector - in the government, community and academic sectors. Current circulation is 1000, throughout Australia and New Zealand - this includes subscribers. In addition to the members and subscribers, copies are also distributed to delegates at appropriate conferences during the year.

HousingWORKS is published four times per year.

Why Should You Advertise in HousingWORKS?

HousingWORKS, the journal of the Australasian Housing Institute (AHI) is distributed to its members as part of their membership benefits and to select social housing agencies and organisations.

Advertising in HousingWORKS provides access to the members of the AHI, who are primarily employed by the major public housing organisations in the government and community sectors and work at all management levels. The members' responsibilities include asset management, policy development, client services, corporate support and housing development.

It is read by the people you need to reach.

Advertising Opportunities in HousingWORKS

Advertising space is available in HousingWORKS, from full page down to quarter page space. The journal is produced with a full colour cover, with black and a spot colour (PMS1805) for the remainder of the content.

Advertising can be placed in all parts of the journal, except for the front cover.

HousingWORKS Advertising Schedule 2009

Advertising Rates for HousingWORKS

(All rates are in Australian Dollars and are inclusive of GST)

Mono + Spot (PMS1805)	Size/ Format	Casual	x4
	Full Page:	\$1000	\$2500
	Half Page:	\$650	\$1600
	Quarter Page:	\$380	\$850
Cover - Four Colour (Full Page Only)	Location	Casual	x4
	Inside Front/Back	\$1000	\$2500
	Back Cover:	\$1600	\$3900
Inserts Casual x3 (as provided to the AHI)	Single A4/DL	\$400	\$1000

Advertising Specifications

Depth Width

Trim Size: 297 mm 210 mm

Live Type: 268 mm 185 mm

Half Vertical: 265 mm 90 mm

Half Horizontal: 130 mm 185 mm

Quarter Vertical: 130 mm 90 mm

Quarter Horizontal: 65 mm 185 mm

Digital Advertisement Requirements

- Four colour laser proofs for colour advertisements
- Black and white laser proofs for mono (plus spot) advertisements (Advertisements will not be accepted without a proof)
- Finished ads may be supplied on CD or memory stick
- Supply all typefaces used - Type 1(.pfb and .pfm) and TrueType - as attachments
- TIFF files preferred
- Minimum resolution 300 dpi
- Convert to CMYK - no RGB please
- Files less than 2 MB may be emailed to admin@housinginstitute.org. Proof copy must still be provided, Acrobat files are OK

Deadlines for Advertising Bookings & Material for HousingWORKS 2009 - 2010

Issue	February	May	August	December
Booking for ads	7 January	7 April	7 July	5 November
Material for ads	29 January	30 April	30 July	30 November

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