



# CAVE DIVERS ASSOCIATION OF AUSTRALIA

(Incorporated in South Australia)

## GUIDELINES

### Advertising Rates

*Effective February 2018*

Guidelines is the print publication of the Cave Divers Association of Australia. It is published quarterly and distributed to approximately 900 members and affiliates worldwide. Any organisation or individual may advertise in Guidelines on the proviso that advertising content is relevant to the sport of Cave Diving.

Effective for Guidelines edition #143 (March 2018) and beyond, all advertisers will be required to pay their accounts no more than 30 days after the Invoice Date.

| <b>Advertisement Type</b> | <b>Advertisement Location</b>                       | <b>Unit Cost (per issue)</b> |
|---------------------------|-----------------------------------------------------|------------------------------|
| Premium Full Page         | Inside Front Cover, <b>or</b><br>Inside Back Cover. | \$350                        |
| Standard Full Page        | Any page excluding Premium Pages                    | \$280                        |
| Standard ½ Page           | Any ½ page excluding Premium Pages                  | \$195                        |
| Standard ¼ Page           | Any ¼ page excluding Premium Pages                  | \$110                        |

Ordering cut-off dates for advertisements:

| <b>Guidelines Edition</b> | <b>Cut Off Date for Submission of Advertisement</b> | <b>Invoices Issued</b>    | <b>Payment Terms 30 days</b>                  |
|---------------------------|-----------------------------------------------------|---------------------------|-----------------------------------------------|
| March                     | 15 <sup>th</sup> February                           | 1 <sup>st</sup> March     | Payment in full by 30 <sup>th</sup> March     |
| June                      | 15 <sup>th</sup> May                                | 1 <sup>st</sup> June      | Payment in full by 30 <sup>th</sup> June      |
| September                 | 15 <sup>th</sup> August                             | 1 <sup>st</sup> September | Payment in full by 30 <sup>th</sup> September |
| December                  | 15 <sup>th</sup> November                           | 1 <sup>st</sup> December  | Payment in full by 30 <sup>th</sup> December  |

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