

Statewide

INFORMATION FOR ADVERTISERS



Do you want to reach the people who spend over \$1.5 billion every year?

Statewide is the official quarterly magazine of LGMAWA (Local Government Managers Australia). Between them, LGMAWA Members control expenditure budgets totaling more than **\$1.5 billion a year!**

They are the decision-makers—CEOs, Purchasing Officers, Senior Managers, Administration Managers, Senior Professionals—who as well as controlling huge budgets, also have high personal disposable income. Advertising in *Statewide* gives you the potential to reach 12,500 Local Government employees across 141 organisations in Western Australia.

If your business is already involved in selling to Local Government, or you want to directly target that market, then *Statewide* is one of the most cost-effective mediums available today. If you're targeting people with high disposable incomes, once again this magazine will take your product or service and deliver it right to their desk!

Each issue of *Statewide* is personally addressed to every LGMA Member. There's no question of it going astray in reception or not reaching them directly. And with 97% readership, you can be sure your advertisement will be noticed.

Statewide is a professionally-designed and produced publication, in A4 format in full-colour throughout. Advertising space is strictly limited in each issue, with discounts available for longer term agreements (see below). Professional assistance with design and preparation of your ad is also available if required.

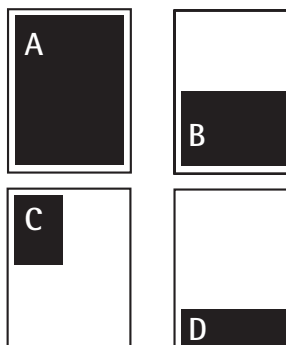
Advertising rates

Advertising in *Statewide* is a unique opportunity to directly reach a specific target market, at very competitive rates. All prices include GST.

	Full page	Half page	Quarter page
1 issue	\$899	\$699	\$399
2 issues	\$1580 (\$790 per issue)	\$1040 (\$520 per issue)	\$600 (\$300 per issue)
4 issues	\$2720 (\$680 per issue)	\$1980 (\$495 per issue)	\$1080 (\$270 per issue)

Advertisement sizes

- A Full page
185mm W x 265mm H
(within margins)
- B Half Page Horizontal
185mm W x 130mm H
- C Quarter Page Vertical
90mm W x 130mm H
- D Quarter Page Horizontal
185mm W x 63mm H



Submitting advertisements

Advertisers are welcome to submit fully prepared digital artwork.

- Send a press-optimised (high-resolution) PDF only. Send one file only at the correct size. Please provide the name of the person who created or sent the file, along with a contact phone number.
- All fonts and photos must be embedded. Photos should be at least 300 DPI. All colour within an advert should be CMYK or grayscale, not RGB or Pantone.
- Screen resolution PDFs (eg. from Microsoft Word), Microsoft Word and Publisher files are not accepted.
- Files can be supplied on CD-ROM (Macintosh formatted) or, if under 8MB, emailed to Stylus Design at: stylus@stylusdesign.com.au.
- Any artwork not correctly prepared will incur production charges. Stylus Design reserves the right to refuse unsuitable artwork.

Production charges

Advertisements made up by Stylus Design will be produced from copy and material supplied by the advertiser or agent and will be charged at current rates for typesetting and file preparation. Please ring (08) 9279 4847 for an estimate.

For bookings contact

Local Government
Managers Australia (WA)

Tel: (08) 9218 8141

Fax: (08) 9225 6927

Email: admin@lgmawa.org.au

17 Wickham Street,
East Perth, WA 6004.

www.lgmawa.org.au