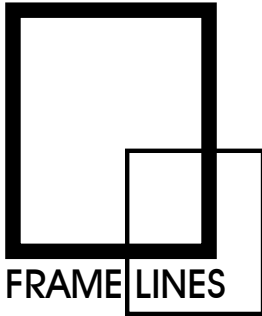




FRAME LINES

'Well I may not be you, and you not me'

Advertising Kit 2009



Our vision

Frame Lines is a free magazine and non-profit organization showcasing the best creative work - artistic, photographic, musical, literary - from around the world. This also extends to provoking the living entity of free press itself, and being mindful of the environmental impact we would make by being a printed magazine, we invite readers to make the choice if they would prefer to print the free online version or to purchase a high gloss collector's edition of the magazine.

We partner with organizations that not only share our core values, ethics and aims, but who are dedicated to celebrating diversity and desire to work with us



Readership profile

Published quarterly, Frame Lines magazine serves a forward-thinking audience of graphic designers at advertising agencies, design firms and corporate design departments. Frame Lines' content, both inspiring and informative, targets the savvy opinion-makers and feeds the palette of passion and talent for the design community.

Through the dynamic World Wide Web, Frame Lines has managed to reach an international and educated audience who are fast becoming the spokespersons of their generations creatively, and who are constantly working to re-define and improve the art and cultural landscape.

Frame Lines is distributed throughout Australia and internationally. We are committed to representing all Australian and international artists and writers. Frame Lines reaches over 2500 readers per edition, and is proud to have a growing subscriber base of over 1000 subscribers since its inception.





Think **GREEN**

Support **ONLINE** publications

In this time of great need and unique opportunity, we intend to create positive change. We are determined to use our strengths and our presence to help conserve the health of our planet and to improve the lives of the people who inhabit it.

Your support helps us push these boundaries even further. We continue to keep our carbon footprint low as we offer this magazine for viewing and download online. We are not just another 'free' magazine lying in the gutters, clogging water ways and contributing to the degradation of our natural resources.

No organization can aspire to have great impact by working or thinking alone. Change is a group effort, so as you enjoy Frame Lines we ask that you help us spread the word, and in turn we will continue to showcase the world's most creative individuals and create something dynamic and original.

Advertising rates

Frame Lines Magazine

Ad Size	Casual	>2 bookings
Full page	\$550ea.	\$450ea
Double Spread	\$1100ea	\$900 ea
Inside/back cover	\$600ea	\$500ea

Frame Lines Newsletter - Banner Advertisement

\$150 per newsletter

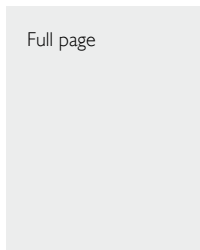
Artist Exchange listing

\$25 per listing - Supply art work / image as 300pdi & 150 words to accompany art exchange listing

Artwork specifications

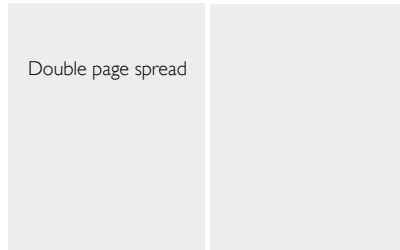
Full page

250mm high x 200mm wide



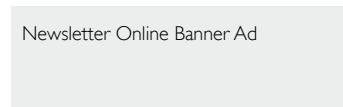
Double page spread

250mm high x 400mm wide



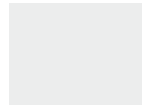
Newsletter Banner Ads

500px wide x 120px high



Artist Exchange Listing

Provide Image 300dpi



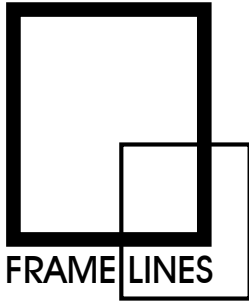
All artwork supplied

Print-ready format: PDF, JPG, or PSD file (embed all fonts and images)

4mm bleeds (add crop marks).

Resolution: 300 dpi | Colour: CMYK

Email to advertise@frame.lines.org



Book Online

Book your advertisement Online

<http://framelines.bigcartel.com>

Important Information

- Frame Lines Magazine advertising rates are fixed per-month rates, rates are subject to change
- Rates exclude GST and are quoted in \$AUS dollars.
- All advertisements are subject to editorial approval prior to publication.
- All advertisements are published on the condition that the advertiser indemnifies the publication and its employees against all actions, suits, claims, loss and/or damage resulting from anything published by the advertiser.

Copyright FRAME LINES 2009

The works contained in this publication are protected by copyright. The works may not be copied or transmitted in any way without written permission from the copyright holder.