



# BRITISH RAILWAY MODELLERS OF AUSTRALIA

(Incorporated in New South Wales)

**ADVERTISING MANAGER**

**Mike McHugh**

E-mail [tchadvertising@brma.org.au](mailto:tchadvertising@brma.org.au)

## Advertising in The Clearing House (TCH)

### Rates

Advertising rates for 2023 onward for 4 issues are:

	<b>Black and white</b>
1/12 <sup>th</sup> page	\$20.00
Quarter page	\$60.00
Half Page	\$120.00
Full Page	\$220.00

	<b>Colour</b>
1/12 <sup>th</sup> page	Not Available
Quarter page	\$80.00
Half Page	\$160.00
Full Page	\$290.00

Should your advertising requirements require a larger advertisement for a single issue then the rates for the increase are as in the following table:

	<b>Upgrade to</b>		
<b>Committed advertisement size</b>	<b>quarter page</b>	<b>half page</b>	<b>full page</b>
One twelfth	\$10	\$25	\$50
Quarter page		\$15	\$40
Half page			\$25

Should you wish to take an additional advertisement to your usual one for a single issue, the rate will be one-quarter of the annual rate.

Most advertisers keep the same advertisement for the four issues, but we are happy to accept a new advertisement whenever there is a change.

## **File Formats**

Preferred formats are JPEG or Microsoft Publisher files. PDF, Word and RFT, usually work and we will accept them subject to confirmation that the files import satisfactorily.

## **Size**

Nominal size of advertisements is:

Full page	258mm high x 180mm wide
Half page	128mm high x 180mm wide
Quarter page	128mm high x 89mm wide
Twelfth page	42mm high x 89mm wide

## **Promotional article**

Each advertiser committing to a quarter page or above advertisement is offered a once off opportunity to have an article of up to one page published in TCH which promotes their business. The content is up to you, perhaps a history of your business, the products and services it offers and how potential customers can contact you. You can put your salesman's hat on to promote your business! The article will be in the body of the magazine, not with the advertisements, but there will be an indication that it includes advertising material.

If you have any questions please contact me.

Mike McHugh

BRMA Advertising Manager