

LANDMARK — Victoria's spatial information magazine

LANDMARK magazine is the flagship publication and official 'voice' of Victoria's spatial information community. While LANDMARK has a Victorian emphasis, its editorial content covers events and activities of national and international significance.

LANDMARK, which began publication in 1999, is published by the Victorian Spatial Council. The VSC comprises representatives from the Australian, Victorian and local governments, industry, academia, and the professional associations, including the Spatial Industries Business Association (SIBA) and the Surveying and Spatial Sciences Institute (SSSI).

The VSC's primary role is to drive and support the spatial community through the initiation and development of spatial information policy, maintaining a focus on the development and use of spatial information, and providing a mechanism for communication and cooperation across all spatial industry sectors.

CIRCULATION

LANDMARK is published three times each year. During 2009 each issue will be published in the first week of April, August and December. Five thousand copies of each edition are distributed nationally while a further 1500 people involved in or interested in the industry receive the magazine (at their request) in electronic format via the Victorian Spatial Council website at www.victorianspatialcouncil.org

READERSHIP

LANDMARK's broad national readership includes key national and state parliamentarians, local government authorities, the media, senior personnel in leading academic institutions and a broad range of commercial organisations, including banks, financial organisations, land subdividers, developers, surveyors, real estate agents, conveyancers, Vicmap users, petroleum, oil, minerals, pipeline and powerline transmission and construction companies, major residential and industrial contractors, water supply authorities and GIS users.

Additionally, the SSSI and SIBA (450 corporate members), notify their members as each issue is published so they can review and download their own personal copy of LANDMARK. This further expands LANDMARK's editorial and advertising reach.

LANDMARK is also published on the international GIS Development website which has an average of two million page views each month.

For information on how to advertise in LANDMARK see overleaf



LANDMARK Advertising

LANDMARK accepts advertising from commercial companies, industry organisations and academic institutions.

Advertising rates for 2009 are:

Preferred position (Other than front cover, which is not available)	\$1,450
Full page	\$1,350
Half page	\$700
One-third page	\$550
Other sizes	by negotiation

NOTE: Please add 10% GST to the figures above. Discounts are available for multiple bookings (10% for three or more - 7.5% for two)

PUBLICATION DATES 2009

April 7, August 7 and December 7

ADVERTISING BOOKINGS

April 2009 issue	Booking: March 17	Artwork: March 23
August 2009 issue	Booking: July 13	Artwork: July 20
December 2009 issue	Booking: November 16	Artwork: November 23

ADVERTISING/EDITORIAL

All editorial and advertising material and enquiries should go to RBA Communications at 63 Strickland Drive, Glen Waverley 3150 ☎ 03 9561 1393 Email: rbacom@bigpond.net.au

Size details:

Full page (Trim size)	A4 - 297mm deep x 210mm wide
Full page (Type area)	267mm deep x 180mm wide
Full page (Full bleed)	307mm deep x 220mm wide
2/3 page	267mm deep x 118mm wide
Half page	130mm deep x 180mm wide
1/3 page (horizontal)	85mm deep x 180mm wide
1/3 page (Vertical)	267mm deep x 56mm wide

Note: Please allow 5mm on each edge for bleeds. Color proofs are required with artwork to ensure matching.

ADVERTISING MATERIAL

Advertisements are accepted in Quark Express or Adobe Illustrator format and can be Emailed or sent on CD to RBA Communications (Tel: 03 9561 1393; Email: rbacom@bigpond.net.au). Contact RBA Communications about the suitability of other programs. Terms of payment are 30 days from invoice date.