

Why you should advertise in the

**13CABS**

## Driver and Operator Newsletter

The '13CABS Driver and Operator Newsletter'  
is the official publication

for Drivers & Operators of 13CABS  
– Melbourne's largest Cab company

**Targeted circulation of over 2,300**  
includes all 13CABS Drivers & Operators,  
key clients and staff

**Prominent distribution**  
at key locations such as Melbourne Airport  
and taxi industry schools

**FREE design and layout**  
of your campaign by 13CABS marketing team

**Excellent value**  
for your media spend

**Full colour**  
and high quality

To advertise in the '13CABS Driver and  
Operator Newsletter' contact:

**Simon Purssey**

t 9277 3427

m 0411 640 096

e [simon.purssey@13CABS.com.au](mailto:simon.purssey@13CABS.com.au)

If you have further questions relating to  
how to prepare your artwork contact:

**Andrew Morgan**

t 03 9277 3730

e [andrew.morgan@13CABS.com.au](mailto:andrew.morgan@13CABS.com.au)



**13CABS**

## Driver and Operator Newsletter

**ADVERTISING RATES**



# Driver and Operator Newsletter

## Advertising Sizes & Prices

### Outside options

#### 3/4 Back Cover \$575\* +gst

148mm W x 157mm H

PLUS

5mm bleed on each side  
7mm inside margin



#### 1/2 Back Cover \$450\* +gst

148mm W x 105mm H

PLUS

5mm bleed on each side  
7mm inside margin



### Inside options

#### 1/2 Page Horizontal \$320\* +gst

134.5mm W x 94mm H



#### 1/3 Page Horizontal Strip \$265\* +gst

134.5mm W x 61.25mm H



#### 1/4 Page Box \$210\* +gst

65.25mm W x 94mm H



\* 20% loading for requested pages.

Note: Inside front cover spread, inside back cover spread, front cover and full back cover spread cannot be requested.

## What is Bleed and Inside Margin?

**Bleed** is the part of the image that is cut off when final trimming is done. Bleed is only necessary for advertisements that extend to the very edge of the page. It provides a buffer zone in case of movement during printing and ensures that no thin areas of white paper show through at the trim edges.

**Inside margin** is the buffer zone beyond which meaningful text in the advertisement should not extend. Inside margin is only necessary for advertisements that extend to the very edge of the page.

It ensures that no important information is cut off after trimming. Inside margin does not apply to background colours, photography and decorative graphical elements which should continue into the bleed area if the design requires that they extend to the edge of the trimmed page.



## Accepted file formats

**CMYK, 300dpi (.jpg, .tif, .eps, or .pdf)**

Note: Please convert all fonts to outlines. No 'RGB' or 'spot' colours.