



ALMOND BOARD  
OF AUSTRALIA

# Media Kit 2024



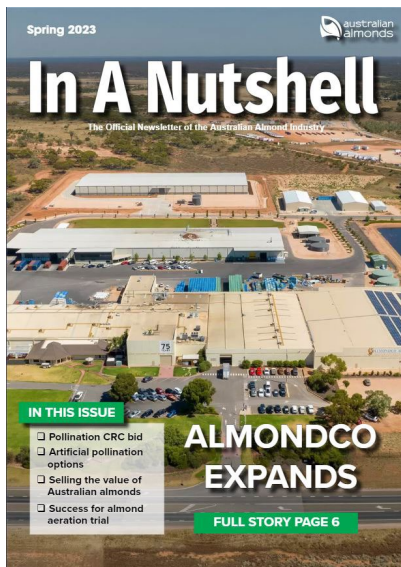
australian  
almonds

# In A Nutshell

*In A Nutshell* is the official voice of the Almond Board of Australia and the only quarterly magazine dedicated to the Almond Industry within Australia.

This publication provides a network of information including:

- Current production and import/export consumption and statistics
- Quality standards & control
- New crop information
- Trade issues and government regulations
- Information on new promotional ideas and marketing activities being undertaken on behalf of the Australian almond industry
- Technical information on growing and industry research findings
- Annual Conference updates & information



## Publication

In A Nutshell is published quarterly

- March (Autumn Edition)
- June (Winter Edition)
- September (Spring Edition)
- December (Summer Edition)

## Circulation & readership

With a circulation of more than 1950 and readership in excess of 3000 the *In A Nutshell* e-Magazine is available to the general public and interested parties via the Almond Board of Australia website [www.australianalmonds.com.au](http://www.australianalmonds.com.au), and distributed to:

- Almond Board of Australia members
- Almond Growers and Orchard Managers
- Industry Contacts within Australia and overseas
- Nut producing, distributing and marketing companies

## Deadlines

Edition	Booking Deadline	Material Deadline
Autumn	February 24	March 3
Winter	May 26	June 2
Spring	August 25	September 1
Summer	November 24	December 1

## Loadings

- Inside Cover - full Page +40%
- Right hand page - 5, 7, 9 +30%

## Design Service

If you need assistance designing your advertisement artwork we can provide a referral design service.

Listed rates are for space only and do not include any alterations to supplied advertisements. They assume print-ready artwork is supplied to the specifications listed.

Please note type area is constrained to the margins of the magazine content layout.

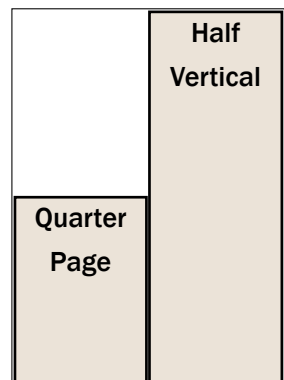
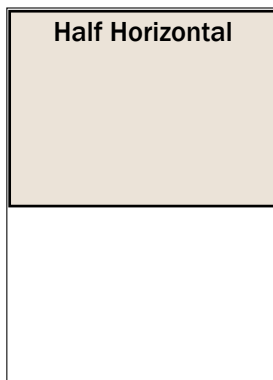
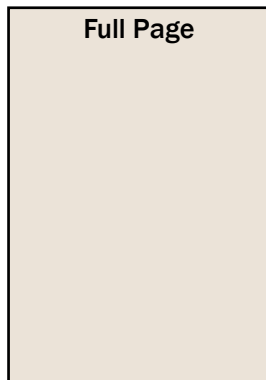
\*Bleed depth of 3mm to be applied to all artwork margins.

## Rates

	Casual	2 Issues	3 Issues	4 Issues
<b>Full Page</b> 297 mm h x 210mm w	\$865	\$778.50	\$735.25	\$692
<b>Half Page</b> Horizontal 134mm h x 190mm w Vertical 274mm h x 92mm w	\$635	\$571.50	\$539.75	\$508
<b>Quarter Page</b> 134mm h x 92mm w	\$550	\$495	\$467.50	\$440

All prices exclusive of GST.

Pricing applies to all ads booked from 1st January 2024.



# Almond Bytes

Almond Bytes is a monthly email publication sent to contacts within the Australian almond industry. As a monthly update to our industry peers this important communication tool allows immediate access to critical and time sensitive information such as:

- Current production and import/export consumption and statistics
- Critical water updates
- Government issues such as grant funding and opportunities
- Latest news information and media articles

## Publication

Almond Bytes is published monthly, distributed end of month.

## Circulation & readership

This email newsletter is distributed to contacts within the Australian almond industry and any interested party via sign up mechanism on the Almond Board of Australia website. All parties have the option to 'opt out' of this mailing list at any time.

## Conditions of acceptance

All orders lodged are accepted subject to the following terms and conditions. The ABA reserves the right in its absolute discretion:

- To alter or to refuse to publish or republish any advertisement, and while reasonable care is exercised, does not hold itself responsible for errors in advertisements;
- To withhold any advertisement;
- No pecuniary liability can be accepted for loss resulting from such alteration or error. No claim for adjustment, refund or reinsertion will be considered due to the publisher's interpretation of hand printing or writing.



### Have your say on MDBP

The Senate Inquiry will close on 29 September (tomorrow). Submissions to the Senate Inquiry can be as simple as a short paragraph or statement. Here are the key points:

1. We vehemently oppose the removal of the 1500GL cap on water buybacks. We support maintaining the existing 1500GL cap on water recovery as this will allow the Basin Plan to be delivered without the need for more water recovery.
2. Maintain the current requirement that prevents water buybacks from being used to deliver the 450GL.
3. Maintain the current requirement that the 450GL is conditional on improved or neutral social and economic outcomes, irrespective of recovery measure – a standard that was agreed to by the Murray-Darling Basin Ministerial Council in 2018.

You can make a submission [online here](#) or email [ec\\_sen@abh.gov.au](mailto:ec_sen@abh.gov.au)

**DTE**  
EQUIPMENT

For Earth  
For Good

LEADING ORCHARD  
HEDGING & PRUNING  
EQUIPMENT IN  
AUSTRALIA



WWW.DTE-EQUIPMENT.COM.AU 07 5315 6020

### ABA supports move to manage varroa mite



## Advertising limits

A maximum of six advertisements will be published per edition. All advertisements are banner size (600px w x 185px h).

File types & sizes

Advertising for *Almond Bytes* will only be accepted in PDF or JPG formats with a maximum file size of 150KB.

## Design service

If you need assistance designing your advertisement artwork we can provide a referral design service.

Listed rates are for space only and do not include any alterations to supplied advertisements. They assume web-ready artwork is supplied to the specifications listed.

## Rates

	Casual	3 editions	6 editions	12 editions
<b>Banner Ad</b> 600px w x 185px h	\$150.00	\$300.00	\$600.00	\$1200.00

All prices exclusive of GST - 10% will be applied.

Pricing applies to all ads booked from 1st January 2024.

## Deadlines

Published	Booking Deadline	Material Deadline
End-month	2 weeks prior	1 week prior



# Grower Notice

Grower Notices are a mid-month email publication sent to contacts within the Australian almond industry. As a monthly update to our industry peers this important communication tool allows immediate access to critical and time sensitive information such as:

- Current production and import/export consumption and statistics
- Critical water updates
- Government issues such as grant funding and opportunities
- Latest news information and media articles

## Publication

Grower Notices are published monthly, distributed mid month.

## Circulation & readership

This email newsletter is distributed to contacts within the Australian almond industry and any interested party via sign up mechanism on the Almond Board of Australia website. All parties have the option to 'opt out' of this mailing list at any time.

## Conditions of acceptance

All orders lodged are accepted subject to the following terms and conditions. The ABA reserves the right in its absolute discretion:

- To alter or to refuse to publish or republish any advertisement, and while reasonable care is exercised, does not hold itself responsible for errors in advertisements;
- To withhold any advertisement;
- No pecuniary liability can be accepted for loss resulting from such alteration or error. No claim for adjustment, refund or reinsertion will be considered due to the publisher's interpretation of hand printing or writing.



### Upcoming workshop

A Farm HR: Creating Employers of Choice workshop is being held in Red Cliffs on October 24.

The session is part of the Farm Business Resilience Program, which is jointly funded by the Australian Government's Future Drought Fund and the Victorian Government's Future Agriculture Skills Capacity Fund.

This advertisement for DTE Equipment features a photograph of a man in a blue shirt standing next to a large piece of agricultural machinery, possibly a hedger or pruner, in an orchard setting. The text on the left side of the ad reads: "DTE EQUIPMENT For Earth For Good LEADING ORCHARD HEDGING &amp; PRUNING EQUIPMENT IN AUSTRALIA". At the bottom, it includes the website "WWW.DTE-EQUIPMENT.COM.AU" and a phone number "07 6315 6020".

### ABA supports move to manage varroa mite



## Advertising limits

A maximum of six advertisements will be published per edition. All advertisements are banner size (600px w x 185px h).

File types & sizes

Advertising for *Grower Notices* will only be accepted in PDF and JPG formats with a maximum file size of 150KB.

## Design service

If you need assistance designing your advertisement artwork we can provide a referral design service.

Listed rates are for space only and do not include any alterations to supplied advertisements. They assume web-ready artwork is supplied to the specifications listed.

## Rates

	Casual	3 editions	6 editions	12 editions
<b>Banner Ad</b> 600px w x 185px h	\$150.00	\$300.00	\$600.00	\$1200.00

All prices exclusive of GST - 10% will be applied.

Pricing applies to all ads booked from 1st January 2024.

## Deadlines

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Mid-month	2 weeks prior	1 week prior



# Terms and Conditions

## Supported graphics programs & native ad files

Advertisements supplied in supported programs with a colour proof and fonts will be accepted. Supported programs include: InDesign ( .indd), Illustrator ( .ai), Photoshop ( .psd) and all graphic and image links and fonts.

## Unsupported graphics programs

Unsupported programs do not work due to inability to translate into a printing standard program. Unsupported programs include: Power Point, Publisher, Corel Draw, Microsoft Word, Omni-Page

These are not printing based programs and will need to be translated or recreated into programs that work well in the printing industry.

## PDF or JPEG ad files

Advertisements formatted as high resolution 'Press Quality' composite PDF (Portable Document Format) will be accepted. All material must be supplied with a 3mm bleed.

Please do not format PDF as separations.

The Publisher cannot ensure exact colour, image, graphics or font matches when corrections, additions or revisions are to be made on 'PDF' ad formats. A new high resolution press quality PDF ad file will need to be re-submitted to the Publisher by the advertiser or agency.

Please ensure that all links, QR codes and rollover GIFs are functional.

## Artwork

If you need assistance designing your advertisement artwork we can provide a referral design service.

## Cancellation Policy

Cancellations cannot be made after closing date of contracted issue.

The Publisher reserves the right to cancel space bookings or contracts with advertisers when payment remains outstanding from previous issue/s.

Contracts and space bookings may be discontinued by the Publisher if advertiser is seen to be in breach of any terms and/or conditions set out by the Publisher.

## Payment options

Accepted payment types are: VISA, Mastercard, AMEX, Bank Transfer

## Regulations

Any fraudulent or misleading advertising will not be accepted. All questionable copy will be subject to approval the Publisher reserves the right to reject any copy or material deemed unacceptable and assumes no liability for advertisers or claims made in advertisements





australian  
almonds

For advertising enquiries please contact:  
[communications@australianalmonds.com.au](mailto:communications@australianalmonds.com.au)

For media enquiries please contact:  
Kellie Hollingworth,  
Communications Manager  
P (08) 8584 7053 or 0409 393 403  
E [khollingworth@australianalmonds.com.au](mailto:khollingworth@australianalmonds.com.au)