



INSPIRED *by* THE ARTS

Drawcard Print & Distribution Rates - Vic-based campaigns

Postcards

Postcard production & distribution requires a minimum quantity of 10,000 for an effective campaign.
Postcard campaigns run for 4 weeks.

Quantity	Print & Distribution
10,000	\$4,300
15,000	\$5,300
20,000	\$6,400
25,000	\$7,400
30,000	\$8,400
40,000	\$10,600
50,000	\$12,900
60,000	\$14,900
70,000	\$16,900
80,000	\$18,900
90,000	\$20,900
100,000	\$22,900

Mini-Mags

Mini-Mags are small-format publications, ranging from 8 pages up to 36 pages - a creative way to express more detail.
Mini-Mag campaigns run for 8 weeks.

Quantity	Print & Distribution
10,000	\$5,900
20,000	\$9,900
30,000	\$14,400
40,000	\$18,000
50,000	\$22,000
60,000	\$26,100
70,000	\$30,100

Folded Posters

Folded Posters contain your message in a unique, multi-panel poster which folds to postcard size for display in our stands.
Folded Poster campaigns run for 8 weeks.

Quantity	Print & Distribution
10,000	\$5,800
20,000	\$9,700
30,000	\$13,600
40,000	\$17,500
50,000	\$21,100
60,000	\$25,200

Pricing includes both production and delivery to our venues, and is **exclusive of GST**.

For **national campaigns**, additional fees apply.

Printing of extra material for your own use can be arranged at privileged pricing - just ask your Campaign Manager.

National Campaigns - Coverage & Quantities

Light Weight Campaign	40-50% National Venue Coverage	50,000 Postcards
Medium Weight Campaign	60-70% National Venue Coverage	100,000 Postcards
Heavy Weight Campaign	100% National Venue Coverage	150,000 Postcards

Additional Services

	Cost	GST	Total
Back Plate Charge, per plate	\$500	\$50	\$550
Colour printing on postcard back	\$200	\$20	\$220

The above costs include Print, Delivery: samples to one address. Print Management: Drawcard design staff conduct high-level quality control checks to ensure colour & finishing quality is preserved. Distribution: Costs include delivery & restocking of postcards to venues until all have been taken or campaign duration is complete. Payment Terms: 30 day terms, payable from receipt of invoice. Cancellations: may incur fees, please speak with your Campaign Manager to confirm. Artwork: Drawcard reserves the right to reject artwork.



DRAWCARD by Mr Moto | Out of Home Media

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