



## Who should advertise in ARCHETYPE

Archetype is distributed to over 5,500 active alumni members who have graduated from the Faculty of Architecture, Design & Planning at The University of Sydney's many undergraduate and postgraduate programs.

Recipients include graduates from the following programs:

- Bachelor of Design in Architecture/ Master of Architecture
- Bachelor of Design Computing
- Master of Design Science
- Urban & Regional Planning
- Other related degrees

ARCHETYPE magazine is sent to Alumni-members' homes with the Sydney Alumni Magazine (for all faculties). It will also be distributed to related businesses (architectural firms, design agencies etc.) ensuring an even broader reach.

## ARCHETYPE Contents

ARCHETYPE Magazine will grow from its current 8 pages to 24+ pages. Staying relevant to our readers, it will include:

- Extended and brief profiles on fellow alumni
- Profiles on current students and staff
- Discussion of key research findings from academic staff
- News from the industry
- Events and exhibitions
- Messages from the Dean and President of the Alumni Association
- Career news



## Advertisers

ARCHETYPE Magazine offers an uncluttered advertising environment in which to reach a selected audience. Only advertising directly relevant to our readers will be accepted. Our readers are interested in advertising about:

- Practitioners and consultancy services
- Software, hardware and related professional support services
- Career and employment support services
- Community and Government information
- Upcoming events

Advertising space is strictly limited and will never extend beyond 25% of the magazine content.



## Advertising sizes and rates

ARCHETYPE Magazine comes out twice a year.

Spring edition: released September

Autumn edition: released March

### Advertising options:

Sample Website  
Marketplace  
advertisement



[www.arch.usyd.edu.au](http://www.arch.usyd.edu.au)

Size	Dimensions			Rate		
	Type	Trim	Bleed	Rate	GST	Total (inc. GST)
Full Page	267 X 190 mm	297 X 210 mm	307 X 220 mm	\$1595	\$159.50	\$1,754.50
1/2 Page Horizontal		128 X 190 mm		\$895	\$89.50	\$984.50
1/2 Page Vertical		267 X 90 mm		\$895	\$89.50	\$984.50
1/4 Page Horizontal		65 X 190 mm		\$590	\$59	\$649.00
1/4 Page Vertical		128 X 90 mm		\$590	\$59	\$649.00
Website marketplace		45 X 58 mm*		\$345	\$34.50	\$379.50

\* plus URL addresses

Outside back cover available at 50% loading on full-page rate (i.e. \$2,632.30 (inc. GST))

Inside front cover available at 25% loading on full-page rate (i.e. \$2,193.40 (inc. GST))

Inside back cover available at 15% loading on full-page rate (i.e. \$2,017.40 (inc. GST))

Book two editions and receive a 10% discount.

### Advertising material specifications:



Artwork can only be accepted as high res (press quality) PDF files. All images must be saved as CMYK colour at 300 dpi or higher. For full-page advertisements please ensure trim marks are placed appropriately. Whilst every care is taken, ARCHETYPE Magazine cannot be held responsible for any errors on final output generated by you or the software you use in creating files for output. It is the sole responsibility of the client to review all material including trapping and set colour splits in the original artwork, to attest to its accuracy. The final check before we receive your files is your responsibility.

The Faculty of Architecture, Design & Planning does not have the resources to produce artwork for advertisers. We can recommend agencies and designers if you need assistance but take no responsibility for material.



