

# REVEILLE

Camaraderie, connection to like-minded communities, and access to lifelong friendships and support services.



Mahlab

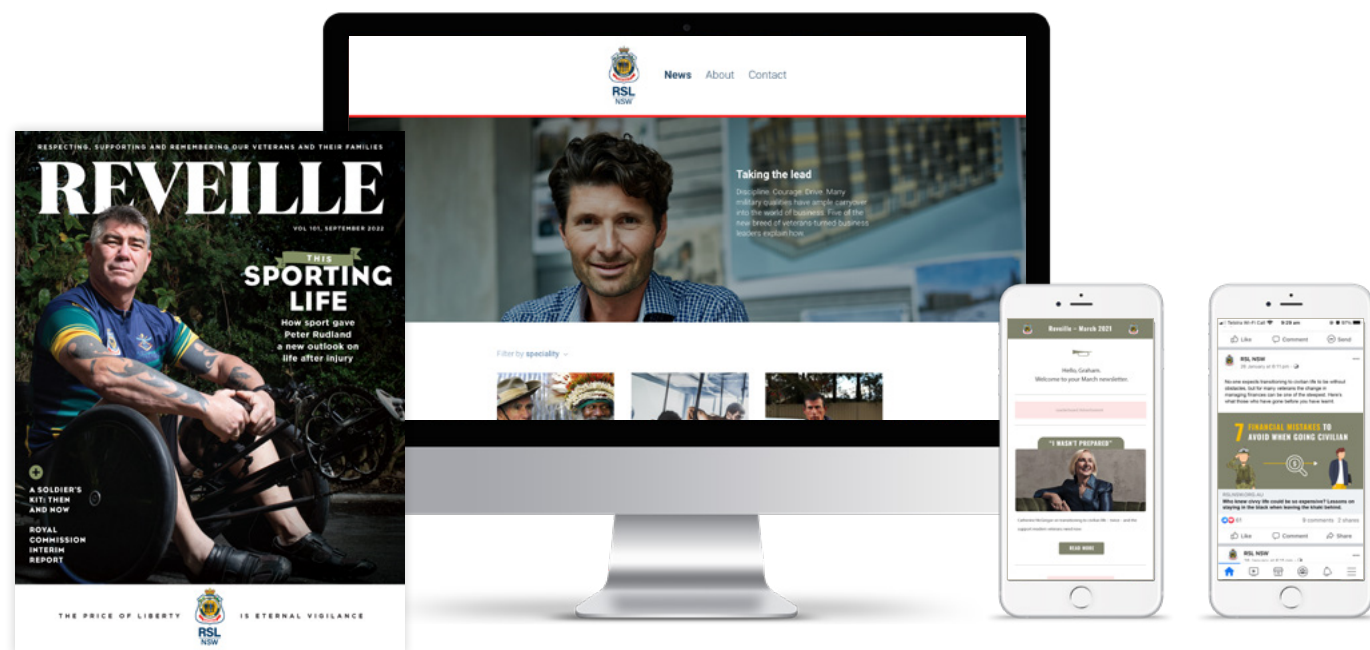


## ABOUT US

### Reach a highly engaged audience of more than 32,000 readers.

The exciting and refreshing redesign of this long-established magazine features personality-rich profiles and stories; a mix of informative, inclusive and relevant content, as well as League news and events.

Reveille has delivered outstanding results over many years for its regular advertisers. With our fresh approach, Reveille will be creating a new level of engagement with members. Make sure your brand doesn't miss out.



REVEILLE PRINT MAGAZINE

REVEILLE CONTENT HUB

MONTHLY  
NEWSLETTERS

SOCIAL







# ADVERTISING RATES AND SPECIFICATIONS



## PRINT - REVEILLE MAGAZINE

Reveille is the quarterly magazine of RSL NSW that connects and engages with a highly-valued audience of serving and ex-serving defence men and women – navy, army and airforce – and their families.

It is a highly effective channel to reinforce your message over the year with regular features surrounding news, events, welfare, history, profiles and anniversaries.



### RATES per edition

Half Page Horizontal	\$1950
Full Page	\$3450
Double page Spread	\$5750

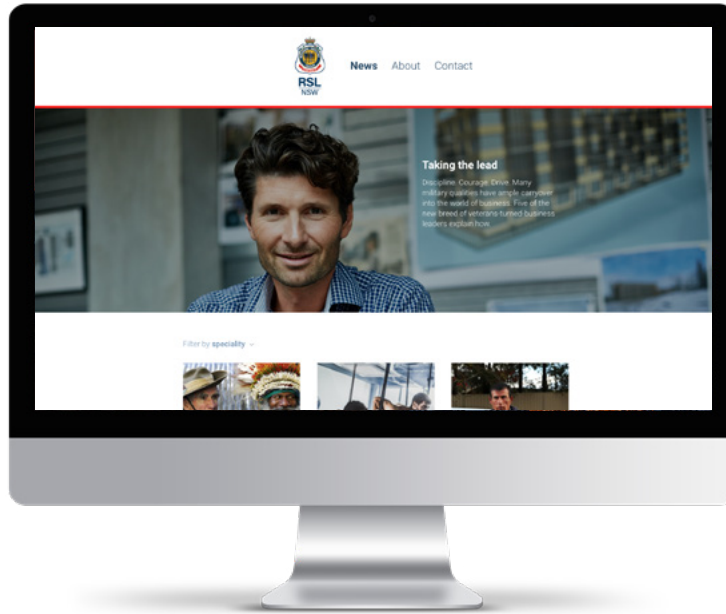
\*Rates subject to 10% GST.

### 2023 - 2024 deadlines

COVER DATE	BOOKING DEADLINE	ARTWORK DEADLINE	INSERT DEADLINE
March 2023 - 2024	28th January	7th February	22nd February
June 2023 - 2024	3rd May	11th May	26th May
September 2023 - 2024	29th July	8th August	23rd August
December 2023 - 2024	28th October	7th November	22nd November

Loose inserts are subject to availability and approval by RSL NSW, weight restrictions apply. **Ask Nicole for information and pricing on 0410 618 331.**





## REVEILLE CONTENT HUB

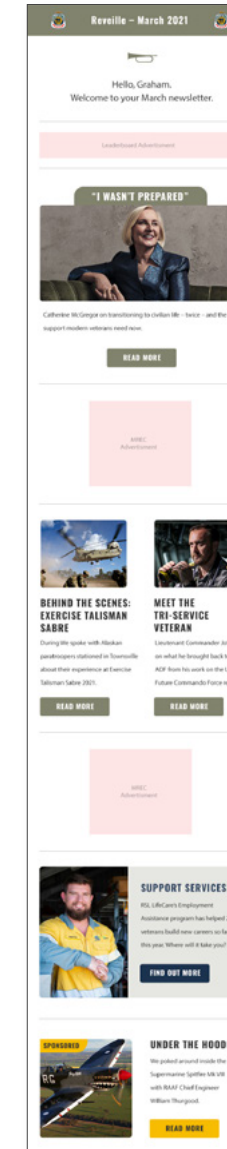
A website which connects with a highly exposed and engaged audience of RSL NSW members to deliver the latest news, services and up-coming events.



**20,000**  
**MONTHLY USERS**

POSITION	MONTHLY RATE
LEADERBOARD	\$1800
MREC 1	\$1200
MREC 2	\$1000
HALF PAGE	\$1800
BILLBOARD	\$850
SPONSORED CONTENT	Solutions and pricing available on request

\*Rates subject to 10% GST.



## REVEILLE E-NEWS

A monthly e-newsletter distributed by NSW RSL, which includes resources, networking events, and member-exclusive content to dedicated readers.



**12,000**  
**SUBSCRIBERS**

POSITION	MONTHLY prices
LEADERBOARD	\$1200
MREC 1	\$1000
MREC 2	\$800
SPONSORED CONTENT	Solutions and pricing available on request

\*Rates subject to 10% GST.





# SPECIFICATIONS



## PRINT SPECIFICATIONS

### PRINT ARTWORK\*

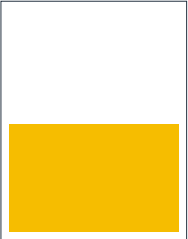
- All artwork should be supplied with no bleed.
- All supplied ads will be placed within the magazine with a 10mm white border around all sides.
- Advertising should be submitted as CMYK press-ready PDF files with no special or PMS colours. Do not use Registration Black.
- All images should be a minimum of 300 dpi at the size they're used and all fonts should be embedded.
- Print ready files can be supplied via dropbox or email.
- It is the responsibility of the advertiser to ensure that all PDF files are submitted to press-ready standard.

Charges apply for Mahlab to design your advertisement. Ask Nicole for a quote.

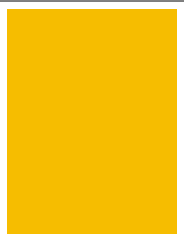
\*Please note: incorrectly supplied material will incur a minimum production charge of \$50.

TYPE AREA	TRIM SIZE	FULL BLEED
DOUBLE PAGE SPREAD		
N/A	400mm (W) x 255mm (H)	N/A
FULL PAGE		
N/A	190mm (W) x 255mm (H)	N/A
HALF PAGE HORIZONTAL		
N/A	190mm (W) x 120mm (H)	N/A

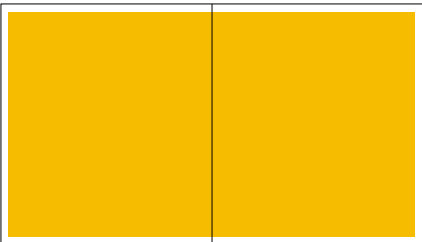
GENERAL INFORMATION
Colour space: CMYK
Spot/PMS Colours: No
Format: PDF/x-1A:2001 Print PDF (with trim)
Resolution: Min 300 DPI



Half Page  
Horizontal



Full Page



Double Page Spread

\*Please note: 10mm white border will frame each advertisement.

### INSERT/ONSET SPECIFICATIONS

Please supply size\*\*, weight, pagination, folding, and if required, specific page insert and varied state distribution requirements to Nicole upon booking.

Please Note: Inserts must have correct delivery label attached to every box. Ask your Sales Manager for a copy of the label.

\*\*Additional Manual handling inserting charges apply to inserts supplied larger than max size specified.

**Insert Delivery address:**  
Contact Nicole for more information.

### CONTACT

**ARTWORK CONTACT**  
william.ryan@mahlab.co / 0412 747 323





## DIGITAL SPECIFICATIONS

REVEILLE ENEWS	
LEADERBOARD	728 x 90 pixels (desktop), 320 x 50 pixels (mobile)
MREC 1	300 x 250 pixels
MREC 2	300 x 250 pixels

REVEILLE CONTENT HUB	
LEADERBOARD (DESKTOP)	728 x 90 pixels
LEADERBOARD (MOBILE)	320 x 50 pixels
MREC 1	300 x 250 pixels
MREC 2	300 x 250 pixels
HALF PAGE (DESKTOP)	300 x 600 pixels
HALF PAGE (MOBILE)	300 x 250 pixels
BILLBOARD	970x70 pixels

PLEASE NOTE: when booking half page digital please supply artwork for both desktop and mobile.

GENERAL INFORMATION
200K file size, format: JPG, GIF, PNG
For animated GIFs include a static image as safeguard for unsupported browsers, all key information should be on the first GIF panel
One click-through url per asset   maximum three-frame GIF
Recommended total animation length is 15 seconds
Ads with white backgrounds need to have a box around them.

## SPONSORED CONTENT

SPONSORED CONTENT AND ADVERTORIAL
NOTE: Sponsored content image is to be a single image only. Display ads (with text) supplied as an image or more than one image in a single JPG file will not be accepted.

PLEASE NOTE: assets must be received 7 working days in advance for approval and testing





WHO IS MAHLAB?



## MAHLAB PORTFOLIO

Mahlab has more than 20 years of experience working with associations to help them use independent, relevant and informative content to retain and grow their membership.

We understand that useful and inspiring content is essential for professionals to advance their careers in their chosen industry.

By advertising in trusted member environments, we can help you get your marketing messages in front of a niche and engaged audience of relevant decision-makers.



## WHO IS MAHLAB?

AUSTRALIAN HUMAN  
RESOURCES INSTITUTE



PHARMACEUTICAL  
SOCIETY OF AUSTRALIA



ENGINEERS AUSTRALIA



BUSINESS NBN™

business nbn™

ZOOM

zoom

PROSPA

prospa



# CONTACT

ADVERTISING ENQUIRIES:

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**Mahlab**