

UNBELIEVABLY BAD

Ad Rates

2016



UNBELIEVABLY Bad is issued several times a year and sold in independent record and bookstores, and online

CONTACT

Postal Address:
UNBELIEVABLY Bad
 9 Ross Street
 Dulwich Hill NSW
 AUSTRALIA 2203

Email:
unbelievablybad@optusnet.com.au
 Paypal: vonhelle@optusnet.com.au

DEADLINES

ISSUE #	STREET DATE	ART DUE
19	June 2016	May 5
20	October 2016	September 11
21	March 2017	February 12

RATES

Our rates are in Aussie dollars:

\$50 + GST 1/4 page box: b/w (148mm high x 105mm wide)

\$50 + GST 1/4 page strip: b/w (74mm high x 210mm wide)

\$100 + GST 1/2 page horizontal: b/w (148mm high x 210mm)

\$100 + GST 1/2 page vert: b/w (297mm high x 105mm wide)

\$200 + GST full-page: b/w (297mm high x 210mm wide)

\$350 + GST inside front/back: 4-colour (297mm high x 210mm)

\$500 + GST back cover: 4-colour (297mm high x 210mm wide)

Note: We kindly request payment before an ad will run

ARTWORK

Artwork should be submitted with 5mm of bleed where applicable.

We would prefer your ad was submitted digitally, however, we will only accept digital ads in the following file formats: .JPG (300 dpi), .TIFF (300 dpi) or PDF (with no compression, all fonts and images embedded).

If you want to submit a digital ad it needs to be emailed by the deadline to unbelievablybad@optusnet.com.au. Or you may send via snail mail on a disc along with your payment to our postal address.

Old-schoolers that would like to submit an ad as a camera-ready positive, we can scan it and place it before digital output.

PAYMENT

We accept direct bank deposits, PayPal, cheque or money order. We kindly request payment before an ad will run.

TESTIMONIAL

"UNBELIEVABLY Bad is the equivalent of an open 'E' chord played on a Gibson Les Paul through a Marshall stack set to 12 (bugger 11, that's for wimps)."

– Ian D. Marks (*Foffle*)

"One of the best independently produced music publications I've ever seen in this country. ESSENTIAL READING."

– Harry Butler (*DNA*)

"Imagine a less uptight *Maximum Rock & Roll* with a better sense of humour and *Real Overdose* with the snotty attitude dialled up a notch."

– Andrew Culture (*Beat Motel*)

"I officially hang my head in shame. UNBELIEVABLY Bad has now replaced BP as the best zine in Australia."

– Dann Lennard (*Betty Paginated*)

"Australia's best music zine without a doubt. Shits all over mine... You must see/read/rape this zine."

– Damo Loser (*Long Gone Loser*)

"UNBELIEVABLY Bad is Australia's finest music zine."

– Carlisle Rogers (*Vice: Student Guide*)

"Take your favourite music magazine, make it ten times better, remove the commercialism and popular shit, inject some style and classic music worship, add a bit of weirdness and then print it in black and white. Chances are you might get something pretty close to this zine."

– Chris James (*Give Blood*)

"The mark of a good zine is one that captivates from page one and you can't put it down until the final page. The mark of a great zine is one that captivates from page one and you can't put down until the final page and THEN you go back and re-read it – frequently. This is the latter."

– (www.scannerzine.com)

"There's a cast of thousands behind this Sydney zine and their efforts are unbelievably good ("aw shucks," I hear them say)."

– The Barman (i94bar.com)