

free,  
accessible,  
up-to-date,  
national,  
contemporary  
+ emerging:  
their world,  
their works,  
in their words.

[rococoproductions.com](http://rococoproductions.com)  
[dassuperpaper.com](http://dassuperpaper.com)  
[dascinema.tv](http://dascinema.tv)  
[das500.com](http://das500.com)

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Finding the value of the *Das Platforms* means finding the *Das Platforms* within the wider Australian arts media. The content, voice and placement of the *Das Platforms* draw a wide circle around the emerging and contemporary arts. Of major public institutions, major private collections, high-end and mid-tier commercial galleries, regional centres, universities, colleges and artist-run-initiatives, where other publications draw a point of difference in specialisation (think high-end quarterlies, artist-run theoretical periodicals, time-based-art specific street press) the 'Das Niche' is carved not in speaking to, or about, one group but in speaking to all groups about all groups. 'To All, Of All' also needs 'By All', in that we let, as much as possible, the content speak for itself, be it gallery, curator, artist or artwork.

Of the flagship, *Das Superpaper*, the catchcry 'The Look-Book for the Emerging and Contemporary Arts' speaks to this – looking to capture the energy of this world – fresh, legitimate and future focused. The *Das Platforms* are a guide to the arts that not only look to 'growing the base' but developing the ties between the various smaller worlds that define the industry, be it through, informing, connecting partners or promoting shows, spaces and initiatives from across all sectors.

Nick Garner – Producer  
March 2011

The *Das Platforms* include *Das Superpaper*, the printed look-book for the emerging and contemporary arts, *Das 500*, an online platform for short-format critical response, and *Das Cinema* the online video platform. Since printing Issue 01 of *Das Superpaper* in December 2008, the magazine now prints between 5-7,500 copies 6 times a year and is distributed to over 100 points in metropolitan and regional centres nationally. *Das 500* releases 2 articles a fortnight. In mid-2011, the *Das Platforms* will be unified online under the one framework with a new comprehensive archive of all content, writers, artists and galleries and a new interactive calendar of art events and exhibitions around the nation.

# Das Superpaper, E-Newsletter & Mail-Out Advertising Booking Form



<b>Final Size:</b> 390mm x 270mm	195mm x 270mm	195mm x 135mm	195mm x 65mm
<b>Plus Bleed:</b> 200mm x 400mm	200mm x 280mm	200mm x 145mm	
<b>quantity</b>	<b>double page</b>	<b>single page</b>	<b>half page</b>
1 off: <input type="checkbox"/> \$1400	<input type="checkbox"/> \$750	<input type="checkbox"/> \$400	<input type="checkbox"/> \$250
up to 3: <input type="checkbox"/> \$1050 - 25% off	<input type="checkbox"/> \$562.5 - 25% off	<input type="checkbox"/> \$300 - 25% off	<input type="checkbox"/> \$187.5 - 25% off
ongoing: <input type="checkbox"/> \$770 - 45% off	<input type="checkbox"/> \$412.5 - 45% off	<input type="checkbox"/> \$220 - 45% off	<input type="checkbox"/> \$137.5 - 45% off

# E-News Letter is released fortnightly, dates to be confirmed on application.

ART WORK DETAILS ARE DETAILED IN 'CONDITIONS'

Issue No.	Distribuion	Artwork Due	Confirmation	NEW >>
<input type="checkbox"/> Issue 18	18 Apr 2011	11 Apr 2011	04 Apr 2011	<input type="checkbox"/> Issue 18 Mail Out
<input type="checkbox"/> Issue 19	13 Jun 2011	06 Jun 2011	30 May 2011	<input type="checkbox"/> Issue 19 Mail Out
<input type="checkbox"/> Issue 20	08 Aug 2011	01 Aug 2011	25 Jul 2011	<input type="checkbox"/> Issue 20 Mail Out
<input type="checkbox"/> Issue 21	03 Oct 2011	26 Sep 2011	19 Sep 2011	<input type="checkbox"/> Issue 21 Mail Out
<input type="checkbox"/> Issue 22	28 Nov 2011	21 Nov 2011	14 Nov 2011	<input type="checkbox"/> Issue 22 Mail Out
<input type="checkbox"/> Issue 23	20 Feb 2012	13 Feb 2012	06 Feb 2012	<input type="checkbox"/> Issue 23 Mail Out
<input type="checkbox"/> Issue 24	16 Apr 2012	09 Apr 2012	02 Apr 2012	<input type="checkbox"/> Issue 24 Mail Out
<input type="checkbox"/> Issue 25	11 Jun 2012	04 Jun 2012	28 May 2012	<input type="checkbox"/> Issue 25 Mail Out
<input type="checkbox"/> Issue 26	06 Aug 2012	30 Jul 2012	23 Jul 2012	<input type="checkbox"/> Issue 26 Mail Out
<input type="checkbox"/> Issue 27	01 Oct 2012	24 Sep 2012	17 Sep 2012	<input type="checkbox"/> Issue 27 Mail Out
<input type="checkbox"/> Issue 28	26 Nov 2012	19 Nov 2012	12 Nov 2012	<input type="checkbox"/> Issue 28 Mail Out

## >> NEW MAIL-OUT ADVERTISING...

Place a full-colour advertisement on the cover of all hard-copy mailouts - going to key industry contacts across government, public institutions, private collections, commercial galleries, academics, key artists and arts-industry business leaders.

Final Size: 195mm x 270mm Price: \$1200 (1 available per Issue)

### ALTERNATIVELY

I would like to book an ongoing "Gallery-Half Page" advertisement to be paid in single installments for a minimum of 6 Issues, priced at \$200/Issue (valued at 50% Off).

## For all content and advertising enquiries

e: [nick@rococoproductions.com](mailto:nick@rococoproductions.com)

Rococo Productions | ABN 94 018 829 339

## Payment

Direct Credit Name: Rococo Productions

BSB: 032 195 | Account No.: 204762 | Bank: Westpac

# Rates:2011

## Conditions

**Artwork Supply** – All artwork for print is to be supplied as high resolution **PDF (300dpi)**. Files are to be **CMYK** only with all fonts embedded, no reverse text (white on black etc.) below 9pt - **all small reverse text to be outlined**. Please ensure all images are high-resolution. If artwork uses a fill-background use a 5mm bleed on all sides. Please supply the files digitally via email, file transfer or compact disc. **Max file size 20MB**. All artwork and associated material is held at advertiser's risk. Material unclaimed after one year will be scrapped. Artwork design available on request, fees charged separately.

**Cancellation** – Cancellation of space cannot be accepted after 7 days prior to the Artwork Deadline. Deposits are non-refundable.

**Terms – Payment terms are strictly 7 days from invoice**. Printing is strictly COD, we appreciate your cooperation here. Late accounts will be charged 3% interest per month from the due date. Full Payment &/or notification of payment must be received within 7 days of confirmation. Copies of Direct Credit receipts are to be emailed or posted before any payment is recognised. **NB:** We reserve the right to cancel advertising when payment terms are not met and deposits will not be refunded.

**Publisher's Indemnity:** Advertisers completely indemnify the publisher, its directors, employees and agents against any claims, costs, expenses, judgments, damages and any other liability, however arising. All advertising is accepted on the strict understanding that the material provided does not contravene any law whatsoever and complete responsibility remains with the advertiser. The Publisher accepts no responsibility for the late arrival of the magazine or airing of the episode for whatever reason. In the case of any dispute the publisher's decision is final and binding on all parties.

Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_ Ph: \_\_\_\_\_

Email: \_\_\_\_\_

Post: \_\_\_\_\_

Details: \_\_\_\_\_

signed: \_\_\_\_\_ date: \_\_\_\_\_