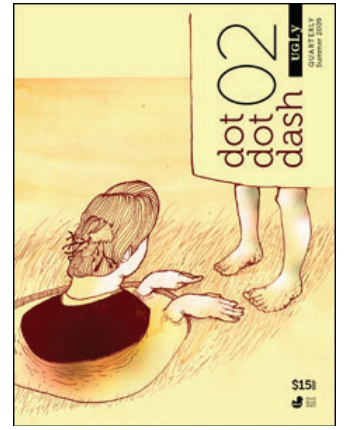


# About dotdotdash magazine.



## Introducing *dotdotdash*

*dotdotdash* is a quarterly print magazine founded in Perth in 2009 by Curtin students and alumni. Each issue provides playful, accessible creative literature and art in stunning full-colour. *dotdotdash* was well-received from the beginning, attracting sponsorship from the WA State Library, Curtin University, Express Media, Propel Youth Arts WA and Lamb Print. The first issue print run numbered 2000 copies. Since the publication of issue 2, *dotdotdash* has been nationally distributed, and has attracted mention and favourable review in the *Australian*, the *West Australian*, *Indigo*, *Sixthousand* and the *Canning Times*. With over twenty stockists in WA alone, *dotdotdash* has quickly become Western Australia's largest creative journal.

## Our Vision

The name 'dotdotdash' (Morse code for u, or 'you') was chosen to reflect the primary aim of the magazine: creating inclusive communication between multiple creative organisations. As such, *dotdotdash* is not simply a quarterly magazine, but an organisation of volunteers that independently organises free public workshops and launch events with average attendance rates of 300 people. The *dotdotdash* team also runs a blog and a website that attracts over a thousand unique hits a month. The *dotdotdash* project aims to not only provide professional publication opportunities for new

writers, but to also inspire new audiences to engage with creative art and literature and to feel a part of something larger. *dotdotdash* is a fun magazine that provides playful and engaging literature. Our promotional campaigns are designed to encourage people to have fun with their recreational and creative environments.

## The *dotdotdash* Audience

*dotdotdash* predominantly appeals to two wealthy audiences: technology-literate and fashionable university students and graduates, and the well-read, globally conscious middle-class. As well as having close ties with Curtin University (which has a rapidly growing campus population of over 30,000) *dotdotdash* staff members are also in constant contact with Murdoch University, UWA and CIT staff and students, allowing the magazine to reach a younger readership of up to 50,000. The creative journal is being stocked by public libraries and cafes, and is often shared among readers. Both readerships are eager to spend money on electronic goods, cultural recreation, and independent fashions.

## The Offer

*dotdotdash* offers full-colour and high quality image space in an uncluttered advertising environment. The high level of design not only allows your advertisement to look crisp and clean, but also makes your advertisement seem

a part of the magazine's community, increasing the chance that a reader will respond favourably to it. As a community-based creative project, *dotdotdash* offers more than one simple advertising avenue. As well as placing your advertisement in our magazine, the *dotdotdash* project can also promote your business on our website and blog, and feature your product at our launch party events. *dotdotdash* is independently run, not-for-profit, and completely flexible; it can promote your business in any way possible to dream up. The *dotdotdash* team is even able to design and edit your advertisements should you require it. *dotdotdash* is an organisation of volunteers with skills in design, art, literature, and journalism; they are growing a creative culture in any way that they can, and they're more than happy to do it.

### The Specifics

*dotdotdash* offers extremely competitive rates with a 20% discount for businesses that decide to commit to advertising in at least four issues. These annual commitments are completely negotiable, whether you'd like a design job, an internet banner, a promotional event, or an in-kind agreement.

#### Price for one issue advertisement

	Size (width x height)	Price per issue
Quarter-page	132.5mm x 100mm	\$150
Half-page	132.5mm x 200mm	\$300
Full-page	265mm x 200mm	\$500

#### Price for annual commitment

Quarter-page	132.5mm x 100mm	\$120
Half-page	132.5mm x 200mm	\$240
Full-page	265mm x 200mm	\$400

### The Five Things that will make *dotdotdash*'s designers love you

1. Provide your Artwork via CD or via email (files of up to 5MB can be transmitted by email).
2. Use these file formats: press-optimised Acrobat PDF, Illustrator or Photoshop TIFF, EPS (with all text converted to paths) at a resolution of at least 300dpi with 5mm bleed at the correct format.
3. Web or screen-optimised JPEGs usually look pretty bad in print. Don't use them.
4. If you're supplying a working file, please include the document itself, all elements used and all printer and screen fonts.
5. Ads created in Microsoft Word, Publisher and Powerpoint aren't usable by *dotdotdash*'s design team. Rather than submitting your artwork in this form, let us know you need help before the deadline and we will help you with our super awesome design programs.

### Contact

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