

Media Kit





As Australia's peak trade alliance, we proudly present to you the "Across Borders" magazine.

Freight & Trade Alliance (FTA) is Australia's leading representative body for the international supply chain sector bringing together importers, customs brokers, freight forwarders and logistics service providers.

The Australian Peak Shippers' Association (APSA) is the peak body as designated by the Federal Minister of Infrastructure and Transport performing a vital role in protecting Australia's export supply chain.

Together we form an influential advocacy alliance ensuring that our members are at the forefront of all emerging supply chain issues through our responsive operational support, professional development training, industry updates, commercial services and corporate events.

Across Borders is published seasonally (Summer, Autumn, Winter, Spring). In addition to the printed version, the magazine is also available for viewing and download from the FTA / APSA web site.

Across Borders provides:

- a valued source of information to keep industry up to date with what's happening in Australia and across borders covering diverse topics on border, security and biosecurity reforms; and
- technical and legal matters, international and domestic transport reforms and strategies to assist businesses to achieve "best practice" operational outcomes.

Across Borders is distributed to:

• FTA and APSA members being some of the most progressive and business-savvy entities in the Australian freight and trade sectors;

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Keeping Australia's International Trade Moving

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- industry leaders across export and import sectors, international freight forwarding, transport, express carriers, shipping line and airline operations; and notably managing directors, forwarding / customs broker managers and logistics professionals;
- port / airport operators, stevedores, cargo terminal and depot operators; and
- key stakeholders including representatives from across state and federal government.

Please view the Across Borders prospectus and speak to Paul Zalai on 0408 280 123 to tailor an advertising package to meet your marketing needs.

Yours Sincerely

Paul Zalai

Director | Freight & Trade Alliance (FTA) Pty Ltd Secretariat | Australian Peak Shippers Association (APSA) inc.

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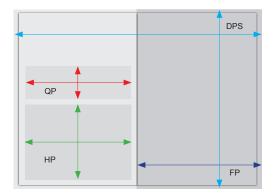
BORDER REFORMS FTA takes a lead on crossborder e-commerce issues





Advertising Rates

Full Page	\$2750 + GST	
Double Page	\$4250 + GST	
Half Page	\$1800 + GST	
Quarter Page	\$1000 + GST	
Inside Front Cover	\$TBA + GST	Subject to availability
Outside Back Cover	\$TBA + GST	Subject to availability
Inside Back Cover	\$TBA + GST	Subject to availability



Specifications		
Size	Advertisement	Editorial
Full Page	210mm X 297mm + 5mm Bleed	700 words
Double Page	420mm X 297mm + 5mm Bleed	1400 words
Half Page	180mm wide x 125mm deep	350 words
Quarter Page	180mm wide x 60mm deep	NA
Inside Front Cover	210mm X 297mm + 5mm Bleed	NA
Outside Back Cover	210mm X 297mm + 5mm Bleed	NA
Inside Back Cover	210mm X 297mm + 5mm Bleed	NA

If you require our graphic design assistance, please contact Sarah Abrahams on 0449 961 778 or email sabrahams@ftalliance.com.au - conditions and charges may apply. All advertising materials need to be sent to Sarah by the advised due date. All press ready files are to be sent as a high resolution PDF and to the correct specifications indicated above.

For editorial submissions please contact John Park on 0415 973 630.