

Dear Committee,

I am responding to question asked of Alison Abernethy by Senator Wortley at the Hearing held in Melbourne on Tuesday. Firstly my apologies in responding but I have been interstate.

In the course of questions regarding the activities of the Advertising Standards Bureau, Senator Wortley asked the average run time of print, radio and television advertisements.

To make sure that I entirely understand the Senator's meaning in the use of the phrase "run time" I am providing the answer with regards to the actual number of times an advertisement may appear in the magazine to the lead time prior to the publications actual print run.

With regards to the number of appearances of specific print advertisements this depends entirely on the contract entered into by the advertiser, it could vary from a one off advertisement to a contract from 3 to 6 months.

The receipt of advertisements to appear in a magazine prior to publication can be up to the very last minute prior to the magazine being downloaded at the printing plant, to an advertisement which has been developed and provided quite early in the production phase of the magazine.

I hope this provides the information to Senator Wortley's question. If the Committee requires any further information please do not hesitate to contact me.

Yours sincerely,
Lianne E Richards
Executive Director
Australian Publishers' Bureau