



Aged & Community Services
Association of NSW & ACT
Incorporated

Aged and Community Services Association of NSW and ACT

ADVERTISING RATES AND GUIDELINES

2011/2012

www.agedservices.asn.au



Who is ACS?

ACS is the largest peak industry body for aged care providers in NSW and ACT and represents a large number of church, charitable, community and government institutions. ACS currently has almost 300 members providing over 1,600 services to more than 100,000 people.

What is the ACS 'Update'

ACS Update is an industry member magazine. It is distributed quarterly and is a 16 to 24 page, full colour publication.

Advertising is exclusive due to the number of editions per year and allows exposure of your product or service to the NSW and ACT aged and community care industry.

'ACS Update' has a circulation of approximately 1,500. The publication is targeted to ACS members, providing current and topical information on the sector.

If you are interested in expanding your companies profile and increasing the opportunity for sales within the aged and community care market, then advertising in 'ACS Update' is a vital investment.



3 great ways to advertise

1. Inserts

Inserts differ from advertisements and are generally for promoting a special, discounted or exclusive offer for our members. Inserts will need to be delivered to our offices by the advertising cut off dates. Maximum size will be A4.

2. Advertorials

Do you have an interesting article about your business or service within the aged care industry you would like to share? This is a great way to promote your business through industry awareness.

3. Advertisements

Do you have a product or service you would like to promote? Would you simply like to remind the aged care industry your company is there to support them? Advertise with us and reach over 10,000 member individuals in the aged and community services industry.

2011/2012 rates



Double Page advertisement

Use 2 single pages or double page spread

Corporate Supporter - \$2,270.00

Non Corporate Supporter - \$2,995.00



Full Page advertisement

1900w x 272h

Corporate Supporter – \$1,160.00

Non Corporate Supporter - \$1,545.00



Half Page advertisement

Horizontal 190w x 133h

Corporate Supporter – \$645.00

Non Corporate Supporter - \$1,030.00



Quarter Page advertisement

Horizontal 190w x 63h

Corporate Supporter – \$385.00

Non Corporate Supporter - \$775.00

All prices quoted are inclusive of GST.

Inside front cover and back cover of ACS Update will incur a 15% increase on the above mentioned prices



Requirements and deadlines

Inserts

Inserts will be charged at \$580.00 incl. GST (regardless of size). Inserts should be a maximum A4 size. One insert per company will be accepted at any one time.

Advertising Artwork Requirements

Four colour is recommended. Artwork is to be supplied digitally in any of the following high resolution formats: PDF (press), TIF (300dpi), JPG (300dpi). In-design and Illustrator will also be accepted but no responsibility will be taken for errors caused by font problems. All fonts must be outlined. We do not accept Microsoft Word, Excel, PowerPoint or Publisher files. All artwork is to be supplied in CMYK and the resolution of the artwork must be at least 300dpi at 100% size. Artwork can be supplied on CD, DVD or email (up to 10mb per email)

Advertising Policies

- Advertisers accept all entitlements outlined in the package chosen, and understand that these cannot be varied after signing. Any additional requests will incur an additional expense to the already stated cost.
- All bookings will be confirmed by ACS in writing, together with an invoice for the amount owing.
- Payment needs to be received by us in full prior to the magazine being printed.
- All artwork/copies must be received by the stated deadlines, otherwise publication cannot be guaranteed.



Place an
advertisement or
make an enquiry

Deadlines 2011/12

September

Friday July 8, 2011

December

Friday October 7 , 2011

March

Friday January 13 , 2012

June

Friday April 6 , 2012

General enquiries

Richard Ackland

Business Development Coordinator

ACS

PO Box 3124, Rhodes NSW 2138

Ph: 02 8754 0400

Fax: 02 9743 4556

Mob: 0438 440 523

Email: richarda@agedservices.asn.au

Make a booking

Aged and Community Services Association of NSW & ACT Inc.
PO Box 3124, Rhodes, NSW 2138
Fax back to: 02 9743 4556

Organisation Name: _____

Contact Name: _____

Contact Position: _____

Phone Number: _____

Email Address: _____

Fax Number: _____

Organisation Address: _____

EDITIONS

- | | |
|------------------------------------|-----------------------------------|
| <input type="checkbox"/> September | <input type="checkbox"/> December |
| <input type="checkbox"/> March | <input type="checkbox"/> June |

Type of advertising

- Double page - Corporate Supporter \$2,270.00/ Non Corporate Supporter \$2,995.00 \$.....
- Full Page - Corporate Supporter \$1,160.00/ Non Corporate Supporter \$1,545.00 \$.....
- Half Page - Corporate Supporter \$645.00/ Non Corporate Supporter \$1,030.00 \$.....
- Quarter Page - Corporate Supporter \$385.00/ Non Corporate Supporter \$775.00 \$.....
- Insert \$580.00 \$.....

All prices are GST inclusive

Total Cost:\$ \$.....

10% discount applies when booking all 4 editions

Conditions of Sale

All bookings will be confirmed by ACS in writing, together with a tax invoice for the amount owing;

Full payment needs to be paid before publication;

All artwork/copies must be received by the stated deadlines, otherwise publication cannot be guaranteed.

SIGNATURE:CONTACT NAME