



Aged & Community Services
Association of NSW & ACT
Incorporated

Aged and Community Services Association of NSW and ACT

ADVERTISING RATES AND GUIDELINES

2010/2011

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 over 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 every bimonthly 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 services to the NSW and ACT aged and community care industry.

'ACS Update' has a circulation of approximately 1500. The publication is targeted to ACS members, providing current and topical information on the sector.

If you are interested in increasing your prospects to secure more consumers, then look at expanding your opportunities in the aged and community care market, advertising in 'ACS Update' presents a key opportunity.



3 great ways to advertise

1. Inserts

Inserts will 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 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? Advertise with us and reach over 10,000 of our members

2010/2011 rates



Double Page advertisement

Use 2 single pages or double page spread

Corporate Supporter - \$2200

Non Corporate Supporter - \$2900



Full Page advertisement

1900w x 272h

Corporate Supporter – \$1125

Non Corporate Supporter - \$1495



Half Page advertisement

Horizontal 190w x 133h

Corporate Supporter – \$625

Non Corporate Supporter - \$1000



Quarter Page advertisement

Horizontal 190w x 63h

Corporate Supporter – \$375

Non Corporate Supporter - \$750



Strip advertisement

190w x 40h

Corporate Supporter – \$250

Non Corporate Supporter - \$625

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 \$560.00 (regardless of size). Inserts will be a maximum paper size of 205 x 290mm. One insert per company will be accepted at any one time.

Requirements

Artwork

Four colour is recommended. Artwork is to be supplied digital 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 CKMY 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)

Deadlines 2010/2011

September	Monday July 12, 2010
December	Tuesday October 5, 2010
March	Monday January 10, 2011
June	Monday April 11, 2011



Place an
advertisement or
make an enquiry

General enquiries

Amy Neville

Events Coordinator

Aged & Community Services Association of NSW & ACT

PO Box 3124, Rhodes NSW 2138

Ph: 02 8754 0400

Fax: 02 9743 4556

Email: amyn@agedservices.asn.au

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.

Make a booking

Aged and Community Services Association of NSW & ACT
Level 3, 9 Blaxland Rd, Rhodes, NSW 2138

By Fax: Fax back to 02 9743 4556

Organisation Name

Contact Name

Contact Position

Phone Number

Email Address

Fax Number

Organisation Address

Type of advertising

- Double page (Corporate Supporter \$2,200/ Non Corporate Supporter \$2,900)
- Full Page (Corporate Supporter \$1,125/ Non Corporate Supporter \$1,495)
- Half Page (Corporate Supporter \$625/ Non Corporate Supporter \$725)
- Quarter Page (Corporate Supporter \$375/ Non Corporate Supporter \$725)
- Strip (Corporate Supporter \$250/ Non Corporate Supporter \$625)
- Insert \$560

All Prices are GST inclusive

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

10% discount applies when booking all 4 editions

Total Cost:\$

Conditions of Sale

**Advertisers accept all entitlements outlined in the package chosen, and understand that these cannot be varied after signing. Any additional request will incur an additional expense to the already stated cost;
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.**