

ADVERTISING RATE CARD

Australian Podiatry Association (Victoria) Newsletter

2008 - 2009

CIRCULATION

600

FREQUENCY

11 issues per year (monthly except January)

READERSHIP

Registered Podiatrists (in both public and private practice) in Victoria and New South Wales and support staff

DETAILS

24 page newsletter, A4 size, color cover and back, black and white text, 115gm matt art. Color advertising (on front inside cover and inside and outside rear cover) is on 150gsm gloss art

DISCOUNTS AND PRICES

All prices quoted are GST exclusive

Classified advertisements of up to 100 words are free of charge for members

Members of the Australian Podiatry Association will receive a 20% discount on all quoted prices for display ads or inserts.

A. Pod.A (Vic) Sponsors will receive a 20% discount on all quoted prices

Preferred providers will receive a 10% discount on all quoted prices

DISPLAY ADVERTISING

	6 Issues	11 Issues
COLOUR		
Internal (inside of front and rear cover)	N/A	\$6,200
External (rear cover)		\$6,800

	Casual	6 Issues	11 Issues
GREYSCALE			
Full page	\$610	\$2,985	\$4,975
Half page	\$440	\$2,175	\$3,585
Quarter page	\$245	\$1,260	\$2,095
Classified (100 words)	\$95		

LOOSE INSERT	Casual	6 Issues	11 Issues
(Collated maxweight 50g)	\$770	\$3,895	\$6,785
Not for profit organisations	\$490	\$2,445	\$4,295

DATA SPECIFICATIONS

Type area	277 x 190mm	All artwork to be provided as a print ready PDF with high quality graphics Min resolution 300dpi
Trim size	A4 297 x 210mm	
DPS (trim Size)	420 x 297 mm	Material to be supplied via email (if less than 5Mb) or CD
DRS (Type area)	400 x 277 mm	
Bleeds	3mm on each outside edge	All artwork to be supplied in CMYK
1/2 page (H) trim	210 x 148mm	
1/2 page (V) trim	297 x 105 mm	
1/4 page trim	148 x 105mm	

FOR ADVERTISING ENQUIRIES AND BOOKINGS CONTACT

Australian Podiatry Association (Victoria)
Suite 26 / 456 St Kilda Road, MELBOURNE VIC 3004

apoda@podiatryvic.com.au

Phone: (03) 9866 5906 Fax: (03) 9866 2094



Australian Podiatry Association (Victoria)

NEWSLETTER ADVERTISING BOOKING SHEET 2008-2009

Booking Details:

Advertiser _____

- | | |
|--|--|
| <input type="checkbox"/> Member | <input type="checkbox"/> Not For Profit Organisation |
| <input type="checkbox"/> Association Sponsor | <input type="checkbox"/> Preferred Provider |

Product/Service being advertised _____

Contact:

Name: _____

Address: _____

Phone: _____ Fax _____

Email: _____

Tax invoice details:

Invoice to: _____

Address: _____

Campaign Details

Display Advertising: Colour Greyscale

Size Full page Half page

Quarter page

Insert
weighing <50g

Artwork Supplied Please create
Fee Applies

Campaign Duration 1 edition 6 editions
 11 editions

Start edition/month May Jun Jul Aug
 Sept Oct Nov Dec
 Feb March April

Please complete and return to:
Australian Podiatry Association (Vic)
Suite 26 / 456 St Kilda Road
MELBOURNE VIC 3004
Email: apoda@podiatryvic.com.au
Fax: (03) 9866 2094