



2011

ADVERTISING SPECIFICATIONS

ABOUT THE NATIONAL BULLETIN

The *National Bulletin* is the newsletter of the Australian Association of Social Workers and is circulated to the 6200 members of the Association. The *National Bulletin* publishes short reports of interest to the AASW members and is also a means of communication between the Board and membership.

PUBLICATIONS SPECIFICATIONS

Finished size: 297mm x 210mm trimmed
Colour: Cover – 4 colour process, Text – black ink on white stock

ARTWORK

Finished artwork for advertising may be supplied as electronic files (preferred) or hard copy. Electronic files should be in high resolution PDF format, and may be emailed or supplied on CD. Artwork supplied in Word, Publisher and other file formats will require us to reconstruct your advertisement and will incur a surcharge (please supply any logos or graphics as separate high resolution files, NOT embedded in the Word etc. file). Artwork may also be supplied as 600dpi laser print advertisements and line art but must

be supplied flat and between stiff cardboard. Faxed artwork is not suitable. Artwork can be accepted in other forms but may incur a surcharge. There is limited space for colour advertisements (inside front cover, inside back cover, back cover). There is additional cost for these placements. Please contact the co-ordinator to discuss availability and cost.

LAYOUT SERVICE

If you are unable to provide finished artwork, we can design your advertisement for you. Please supply final text, any graphics (i.e. logo or photograph), and a description of your requirements. This can be emailed or posted to the co-ordinator. Electronic graphics should be 300dpi tiff or uncompressed jpeg format for greyscale or colour and either eps format or 1200 dpi tiff or jpeg format for line art.

BOOKINGS

Please complete, **sign** and send the attached booking form to AASW, PO Box 4956, Kingston ACT 2604 or fax (02) 6230 4399. Artwork and/or text files for your advertisement should be emailed to aaswnat@asw.asn.au or mailed to the above address.

2011 Advertising Deadlines

ISSUE	BOOKINGS/MATERIAL	DISTRIBUTION*
Autumn 2011	17 January 2011	8 February 2011
Winter 2011	15 April 2011	6 May 2011
Spring 2011	18 July 2011	8 August 2011
Summer 2011	18 October 2011	8 November 2011

*The distribution dates are a guide only. The AASW takes no responsibility for delayed distribution.



For further information please contact:

Tel: 02 6232 3900 Fax: 02 6230 4399 Email: aaswnat@asw.asn.au

Advertising in the AASW National Bulletin

BOOK

ISSUE/S

- Autumn 2011
 Winter 2011
 Spring 2011
 Summer 2011

ADVERTISEMENT COSTS AND SIZES

Please select your choice by ticking relevant box(es). Fax or post this form to secure your space. Please make sure that the advertisement is sent in by the material deadline for the issue(s) you are booking. All prices include GST.

	BLACK & WHITE	FULL COLOUR	
		Inside covers	Back cover
1/8 PAGE HORIZONTAL 63mm high x 84mm wide	<input type="checkbox"/> \$160.00		
1/4 PAGE VERTICAL 126mm high x 84mm wide	<input type="checkbox"/> \$330.00		
1/4 PAGE HORIZONTAL 63mm high x 177mm wide	<input type="checkbox"/> \$330.00		
1/2 PAGE VERTICAL 297mm high x 105mm wide	<input type="checkbox"/> \$470.00	<input type="checkbox"/> \$600.00	<input type="checkbox"/> \$720.00
1/2 PAGE HORIZONTAL 148mm high x 210mm wide	<input type="checkbox"/> \$470.00	<input type="checkbox"/> \$600.00	<input type="checkbox"/> \$720.00
FULL PAGE 297mm high x 210mm wide	<input type="checkbox"/> \$850.00	<input type="checkbox"/> \$1000.00	<input type="checkbox"/> \$1200.00

CONTACT

Contact:

Name:
Organisation:
Postal address:
Phone: ()
Fax: ()
Email:

Invoice to:

Name:
Order No.:
Postal address:
Phone: ()
Fax: ()
Email:

AUTHORISE

I, the undersigned, authorise for the advertisement to be placed in the Australian Association of Social Workers *National Bulletin* and agree to return payment within 14 days of the date of invoice.

Name:
Signature:
Date:

SEND

Post/fax completed booking form to:
PO Box 4956, KINGSTON ACT 2604
Fax: (02) 6230 4399

Email advertisement artwork to:
aaswnat@asw.asn.au