



e-Bulletin

Advertising Kit 2019

2019 ADVERTISING RATES | SPECIFICATIONS | BOOKING FORM



The National *e-Bulletin* is the e-newsletter of the Australian Association of Social Workers (AASW) that provides members and subscribers with AASW news and activities. It is emailed fortnightly on a Wednesday to approximately 11,000 social work members. After its distribution, an archive edition is published on the AASW website.

Advertising

The AASW accepts advertising for the *e-Bulletin* that reflects the needs and interests of our members and is consistent with the Association's core objectives.

Generally, advertising in AASW publications is confined to activities, services, events and programs designed to assist social workers to develop their professional careers and other matters of interest to the profession or the pursuit of social justice.

BOOKINGS

Complete this booking form and send it by email to:
Email: editor@asw.asn.au

Advertising in the National *e-Bulletin* is great value for advertisers with a 40-45 per cent open rate and high click rates. You are sure to be noticed in our e-Bulletin!

CPD event promotion

Events endorsed by the AASW for continuing professional development (CPD) can be included in the National e-Bulletin at the reduced advertising rate*.

See over page for more information.

e-Bulletin issues 2019

- 9 & 23 January
- 6 & 20 February
- 6 & 20 March
- 3 & 17 April
- 1, 15 & 29 May
- 12 & 26 June
- 10 & 24 July
- 7 & 21 August
- 4 & 18 September
- 2, 16 & 30 October
- 13 & 27 November
- 18 December

The e-Bulletin is sent fortnightly every second Wednesday. **Booking and material deadline:** COB, Friday before distribution

Rates (per advertisement and incl. GST)

	3-EDITION PACKAGE		6-EDITION PACKAGE	
	Standard rate (\$)	BULK DISCOUNT		
		Rate per issue (\$)	Rate per issue (\$)	
Display ads				
AASW member	513.00	504.16	462.00	
Non-member	589.00	559.00	530.00	
CPD listings				
AASW member or endorsed CPD	262.50	N/A	N/A	
Non-endorsed CPD	341.25	N/A	N/A	

Distribution and deadline

The e-Bulletin is sent fortnightly on Wednesdays of even weeks.

Booking & material deadline: COB, the Friday before each issue

Artwork specifications & supply

Advertisement artwork size: 280 x 160 pixels

File format: JPG

File size maximum: 40KB

You should also provide a URL for us to link your advertisement to so our members can download more information.

Please attach your artwork to an email with a completed copy of this booking form. No artwork required for CPD endorsed events*, just the event details and a website URL.

Terms & conditions

- All advertising bookings must be made in writing on the Advertising Booking Form.
- Finished artwork (or CPD listing text) and associated URL links must be submitted according to the specifications listed in the Advertising Kit and at the same time as the Booking Form or the advertisement will not be placed.
- We accept three advertisements and two CPD listings per issue.
- Only one advertisement and CPD listing is allowed per advertiser in each issue of the *e-Bulletin*.
- Cancellations will only be accepted in writing and must be received before the booking deadline. Cancellation after the booking deadline will incur a fee of 50% of the advertising rate
- Advertisements are accepted subject to the approval of the Editor. AASW reserves the right to cancel or reject advertising deemed not to be in keeping with its objectives.
- We cannot accept advertisements for a university social work course that is not an accredited by the AASW for the purposes of AASW membership, a disclaimer will appear alongside the advertisement.
- Advertisements are accepted for publication on the condition that the advertiser indemnifies the publisher and its servants and contractors against all actions, suits, claims, loss and/or damage and expenses resulting from anything published by the advertiser.
- Advertisements are accepted for publication on the condition that the advertiser indemnifies the publisher and its servants and contractors against all actions, suits, claims, loss and/or damage and expenses resulting from anything published by the advertiser.
- The AASW makes every reasonable effort to publish the *e-Bulletin* according to the distribution schedule. The AASW is not liable for any loss or damage incurred by an advertiser as a result of any failure or delay in the distribution of the *e-Bulletin*.
- Advertisers who select a bulk discount package are required to make payment for each advertisement by the booking and payment deadline for each edition of the *e-Bulletin* in which that advertisement is to appear.
- Bulk advertising packages must be utilised within the stipulated time period and each advertisement must be the same size.
- If payment has not been received for an advertisement by the deadline date for material for that edition of *e-Bulletin*, that advertisement will not be published and the cancellation fee will apply. Any bulk discount will become null and void.
- Where an advertisement is not published through no fault of the advertiser, the advertising fee that has been paid will be refunded.
- Special advertisement positions cannot be booked. Position will be determined by the Editor.

* AASW CPD endorsed event listing

AASW CPD-endorsed events can be advertised in the National e-Bulletin at a reduced rate.

To book a CPD-endorsed event listing, please complete this form and send it to editor@asw.asn.au with a maximum of 80 words and a copy of your endorsement letter or email.

Your listing should include:

- Event name, date/s, location and cost
- AASW CPD hours
- Short description of event
- Website URL for further information.

No images, including logos, can accompany CPD listings. While we are unable to write your listing, we will edit it to suit the format.

Enquire about CPD endorsement for your event

Email: cpd@asw.asn.au

Phone: 03 9320 1003

Advertising enquiries

Email: editor@asw.asn.au

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Advertising Booking Form

e-Bulletin

I wish to confirm my advertising booking in the e-Bulletin. I understand the booking will proceed unless I notify the AASW in writing.

Please fax or scan/attach this completed Advertising Booking Form to:

I have read and understand the Terms and Conditions. (Please tick)

AASW Editor
Email: editor@asw.asn.au

ADVERTISER DETAILS

Advertiser: Contact name:
 Media/advertising agency (if applicable): Contact name:

BILLING INFORMATION (Person/company responsible for payment)

Client/Organisation: Media/advertising agency (if applicable):
 Contact - First name: Last name:
 Billing address: State: Post code:
 Phone: Email:

BOOKING DETAILS

TYPE:
 Standard advert (image) AASW CPD endorsed event listing

OCCURANCE:
 Single advertisement **OR** 3-edition package 6-edition package

Advertising dates: see page 2

Repeat same artwork in each issue: Yes No, advertiser will supply new material N/A (single e-Bulletin)

Web URL for more information (from advertisement):

Attached artwork file name: Today's date:

PAYMENT DETAILS**

I would like an invoice sent to the above address **Yes** **No** TOTAL invoice amount \$ AUD

OR I authorise the AASW to charge my (please tick): Mastercard Visa CVV Code:

Credit card number: Expiry date: /

Cardholder's name: TOTAL authorised debit amount: \$AUD

Signature: Date:

OFFICE USE ONLY
 AD NO.
 INV NO.

****Upfront payment for e-bulletin advertisements is required - Code 1-100 - 117**