

AASW e-newsletters 2019 advertising booking information and form

The Australian Association of Social Workers (AASW) produces 12 (three nation-wide and nine state-based) e-newsletters for its members, containing industry news, CPD opportunities and social policy and advocacy updates. We are a membership body of 11,000 social workers. These include student members, new graduates and private practice Accredited Mental Health Social Workers (AMHSWs), whose clients are eligible for Medicare rebates under a GP mental health plan (similar to psychologists).

Advertising

Thank you for your interest in advertising with us. The Association accepts advertising in its e-newsletters that reflects the needs and interests of its members and is consistent with the Association's core objectives. This will generally include CPD opportunities, events, courses, services and products that will assist social workers professionally.

Our members are an engaged and committed group of professionals, with our e-newsletters having above industry-average open rates of between 40 and 45 per cent within three days. You are sure to be noticed in AASW e-newsletters.

Note: Reduced advertising rates are available to both AASW members and [AASW Endorsed CPD providers](#) for relevant activities.

About AASW e-newsletters

The AASW has approximately 11,000 members*. The number of members who receive our e-newsletters in approximate numbers is below:

| Publication | Distribution |
|---|---|
| National e-Bulletin | 11,000 members* |
| CPD Update ***Yet to start*** | 11,000 members* and 4,000 non-member subscribers* |
| Mental Health e-News | 2,200 members* |
| Student e-News ***Yet to start*** | 1,700 members* |
| Victorian Branch e-News | 2,800 members* |
| New South Wales Branch e-News | 2,600 members* |
| Queensland Branch e-News | 2,000 members* |
| South Australian Branch e-News | 1,100 members* |
| Western Australian Branch e-News | 1,000 members* |
| North Queensland Branch e-News | 400 members* |
| Tasmanian Branch e-News | 400 members* |
| Australian Capital Territory Branch e-News | 400 members* |
| Northern Territory Branch e-News | 200 members* |

**Note: These figures are subject to change, and are accurate estimates as of 1 January 2019*

2019 Publication Schedule

National e-Bulletin

| Publication date | Deadline | Publication date | Deadline | Publication date | Deadline |
|------------------|----------|------------------|----------|------------------|----------|
| 9 Jan | 4 Jan | 1 May | 26 Apr | 4 Sep | 30 Aug |
| 23 Jan | 18 Jan | 15 May | 10 May | 18 Sep | 13 Sep |
| 6 Feb | 1 Feb | 5 Jun | 31 May | 2 Oct | 27 Sep |

| | | | | | |
|---------------|--------|---------------|--------|---------------|--------|
| 20 Feb | 15 Feb | 19 Jun | 14 Jun | 16 Oct | 11 Oct |
| 6 Mar | 1 Mar | 3 Jul | 27 Jun | 6 Nov | 1 Nov |
| 20 Mar | 15 Mar | 17 Jul | 12 Jul | 20 Nov | 15 Nov |
| 3 Apr | 29 Mar | 7 Aug | 2 Aug | 4 Dec | 30 Nov |
| 17 Apr | 12 Apr | 21 Aug | 16 Aug | 18 Dec | 13 Dec |

CPD Update – proposed schedule

| Publication date | Deadline | Publication date | Deadline | Publication date | Deadline |
|------------------|----------|------------------|----------|------------------|----------|
| 13 Feb | 8 Feb | 22 May | 17 May | 11 Sep | 6 Sep |
| 27 Feb | 22 Feb | 12 Jun | 7 Jun | 25 Sep | 20 Sep |
| 13 Mar | 8 Mar | 26 Jun | 21 Jun | 9 Oct | 4 Oct |
| 27 Mar | 22 Mar | 10 Jul | 5 Jul | 30 Oct | 18 Oct |
| 10 Apr | 5 Apr | 31 Jul | 26 Jul | 13 Nov | 8 Nov |
| 24 Apr | 19 Apr | 14 Aug | 9 Aug | 27 Nov | 22 Nov |
| 8 May | 3 May | 28 Aug | 23 Aug | 11 Dec | 6 Dec |

Mental Health e-News

| Publication date | Deadline | Publication date | Deadline |
|------------------|----------|------------------|----------|
| 13 Feb | 8 Feb | 14 Aug | 9 Aug |
| 13 Mar | 8 Mar | 11 Sep | 6 Sep |
| 10 Apr | 5 Apr | 30 Oct | 18 Oct |
| 22 May | 17 May | 13 Nov | 8 Nov |
| 12 Jun | 7 Jun | 11 Dec | 6 Dec |
| 10 Jul | 5 Jul | | |

Victorian Branch, NT Branch, North Queensland Branch e-News

| Publication date | Deadline | Publication date | Deadline |
|------------------|----------|------------------|----------|
| 22 Jan | 17 Jan | 23 Jul | 18 Jul |
| 26 Feb | 21 Feb | 27 Aug | 22 Aug |
| 26 Mar | 21 Mar | 24 Sep | 19 Sep |
| 23 Apr | 18 Apr | 22 Oct | 17 Oct |
| 28 May | 23 May | 26 Nov | 21 Nov |
| 25 Jun | 20 Jun | 24 Dec | 19 Dec |

NSW Branch, Tasmanian Branch, SA Branch e-News

| Publication date | Deadline | Publication date | Deadline |
|------------------|----------|------------------|----------|
| 16 Jan | 11 Jan | 24 Jul | 19 Jul |
| 27 Feb | 22 Feb | 28 Aug | 23 Aug |
| 27 Mar | 22 Mar | 25 Sep | 20 Sep |
| 24 Apr | 19 Apr | 23 Oct | 18 Oct |
| 22 May | 17 May | 27 Nov | 22 Nov |
| 26 Jun | 21 Jun | 11 Dec | 6 Dec |

Queensland Branch, WA Branch, ACT Branch e-News

| Publication date | Deadline | Publication date | Deadline |
|------------------|----------|------------------|----------|
| 17 Jan | 14 Jan | 25 Jul | 20 Jul |
| 28 Feb | 23 Feb | 22 Aug | 17 Aug |
| 28 Mar | 23 Mar | 26 Sep | 21 Sep |
| 24 Apr | 19 Apr | 24 Oct | 19 Oct |

| | | | |
|--------|--------|--------|--------|
| 23 May | 18 May | 28 Nov | 23 Nov |
| 27 Jun | 22 Jun | 19 Dec | 14 Dec |

Advertisement types

AASW offers two types of advertisements – CPD listings and Display advertisements.

CPD listings

CPD listings are **text only, no graphics**. They are up to 80 words long and contain the name of the CPD event, date/s, location, cost, CPD hours, short description and a web link.

Display advertisements

Display ads contain graphics, colour and a web link.

- Artwork size: 280 x 160 pixels
- File format: JPEG or PNG
- File size: 40KB

Rates (all rates are inclusive of GST)

Reduced rates

AASW members and [AASW CPD-endorsed providers](#) can advertise relevant activities in our publications at a reduced rate. Please refer to the fee schedule below.

CPD listings

| Publication | AASW member or endorsed CPD | | | Non endorsed CPD |
|--------------------------------------|-----------------------------|--------------------------------|-------------------------------|------------------|
| | Single advert | 3-edition package | 6-edition package | Single advert |
| National e-Bulletin | \$287.00 | \$819.00 (\$273.00 per advert) | \$1,566.00 (\$261 per advert) | \$345.00 |
| CPD Update ***Yet to start*** | \$287.00 | \$819.00 (\$273.00 per advert) | \$1,566.00 (\$261 per advert) | \$345.00 |
| Mental Health e-News | \$57.00 | \$162.00 (\$54.00 per advert) | \$312.00 (\$52.00 per advert) | \$69.00 |
| Student e-News ***Yet to start*** | \$44.00 | \$126.00 (\$42.00 per advert) | \$240.00 (\$40.00 per advert) | \$53.00 |
| Victorian Branch e-News | \$73.00 | \$207.00 (\$69.00 per advert) | \$396.00 (\$66.00 per advert) | \$87.00 |
| NSW Branch e-News | \$68.00 | \$195.00 (\$65.00 per advert) | \$372.00 (\$62.00 per advert) | \$81.00 |
| Queensland Branch e-News | \$52.00 | \$147.00 (\$49.00 per advert) | \$282.00 (\$47.00 per advert) | \$62.00 |
| SA Branch e-News | \$29.00 | \$81.00 (\$27.00 per advert) | \$156.00 (\$26.00 per advert) | \$34.00 |
| NT Branch e-News | \$29.00 | \$81.00 (\$27.00 per advert) | \$156.00 (\$26.00 per advert) | \$34.00 |
| North Qld Branch e-News | \$29.00 | \$81.00 (\$27.00 per advert) | \$156.00 (\$26.00 per advert) | \$34.00 |

| | | | | |
|--------------------------------|---------|------------------------------|-------------------------------|---------|
| Tasmanian Branch e-News | \$29.00 | \$81.00 (\$27.00 per advert) | \$156.00 (\$26.00 per advert) | \$34.00 |
| WA Branch e-News | \$29.00 | \$81.00 (\$27.00 per advert) | \$156.00 (\$26.00 per advert) | \$34.00 |
| ACT Branch e-News | \$29.00 | \$81.00 (\$27.00 per advert) | \$156.00 (\$26.00 per advert) | \$34.00 |

Display advertisements

| Publication | Rates | | |
|--|---------------|----------------------------------|----------------------------------|
| | Single advert | 3-edition package | 6-edition package |
| National e-Bulletin | \$599.00 | \$1,710.00 (\$570.00 per advert) | \$3,270.00 (\$545.00 per advert) |
| CPD Update ***Yet to start*** | \$599.00 | \$1,710.00 (\$570.00 per advert) | \$3,270.00 (\$545.00 per advert) |
| Mental Health e-News | \$120.00 | \$342.00 (\$114.00 per advert) | \$654.00 (\$109.00 per advert) |
| Student e-News ***Yet to start*** | \$93.00 | \$267.00 (\$89.00 per advert) | \$510.00 (\$85.00 per advert) |
| Victorian Branch e-News | \$152.00 | \$435.00 (\$145.00 per advert) | \$828.00 (\$138.00 per advert) |
| NSW Branch e-News | \$142.00 | \$405.00 (\$135.00 per advert) | \$774.00 (\$129.00 per advert) |
| Queensland Branch e-News | \$109.00 | \$312.00 (\$104.00 per advert) | \$594.00 (\$99.00 per advert) |
| SA Branch e-News | \$60.00 | \$171.00 (\$57.00 per advert) | \$330.00 (\$55.00 per advert) |
| NT Branch e-News | \$60.00 | \$171.00 (\$57.00 per advert) | \$330.00 (\$55.00 per advert) |
| North Qld Branch e-News | \$60.00 | \$171.00 (\$57.00 per advert)) | \$330.00 (\$55.00 per advert) |
| Tasmanian Branch e-News | \$60.00 | \$171.00 (\$57.00 per advert) | \$330.00 (\$55.00 per advert) |
| WA Branch e-News | \$60.00 | \$171.00 (\$57.00 per advert) | \$330.00 (\$55.00 per advert) |
| ACT Branch e-News | \$60.00 | \$171.00 (\$57.00 per advert) | \$330.00 (\$55.00 per advert) |

Terms and Conditions

- All advertising bookings must be made in writing with the Advertising Booking Form.
- The advertised prices are subject to review and change at the discretion of the AASW.
- Finished artwork or CPD Listings and URL links must be submitted in accordance with the specifications outlined in the information and according to the deadlines.
- We accept a maximum of three display advertisements and two CPD listings per issue in each publication.
- Cancellations will only be accepted in writing and must be received by the booking deadline. Cancellation after the booking deadline will incur a fee of 50% of the advertising rate.
- Advertisements are accepted subject to editor discretion. AASW reserves the right to reject or cancel advertising.
- Advertisements are accepted for publication on the condition that the advertiser indemnified 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 effort to publish according to our publication schedule. The AASW is not liable for any loss or damage incurred by an advertiser as a result of any failure or delay in publication.
- Advertisers who select bulk discount packages are required to pay for the package upfront, as the booking is secured upon payment. Artwork and links can be supplied by the deadline of relevant issues.
- Where an advertisement is not published through no fault of the advertiser, the advertising fee will be refunded.
- Special advertisement positions cannot be booked. Position will be determined by the Editor.

Advertising Booking Form

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

I have read and understood the Terms and Conditions.

Please email this completed form to editor@asw.asn.au.

What is your name as per AASW membership?

What is your member number?

Billing information (Person/company responsible for payment)

Full name:

Company name:

Address:

Town/Suburb:

State:

Postcode:

Work phone:

(include area codes)

Mobile phone:

Email:

Booking details

Publication/s

- | | |
|--|---|
| <input type="checkbox"/> National e-Bulletin <input type="checkbox"/> CPD Update ***Yet to start*** <input type="checkbox"/> Mental Health e-News <input type="checkbox"/> Student e-News ***Yet to start*** <input type="checkbox"/> Victorian Branch e-News <input type="checkbox"/> New South Wales Branch e-News <input type="checkbox"/> Queensland Branch e-News | <input type="checkbox"/> South Australian Branch e-News <input type="checkbox"/> Northern Territory Branch e-News <input type="checkbox"/> North Queensland Branch e-News <input type="checkbox"/> Tasmanian Branch e-News <input type="checkbox"/> Western Australian Branch e-News <input type="checkbox"/> Australian Capital Territory Branch e-News |
|--|---|

Advertisement type

- CPD listing Display advertisement

Occurrence

- Single advertisement Three-edition package Six edition package

Which dates would you like your advert to appear?

| | |
|--|--|
| | |
|--|--|

Will you have the same artwork or wording for each time you publish?

Yes

No, I will supply new
material each time

N/A single publication only

Web URL that links to your advert or listing

If you are submitting a CPD listing, have you included your wording and link in your email?

If you are submitting a display advertisement, have you submitted your artwork?

Payment details

Upfront payment of advertisements is required.

Total invoice amount, as per the Rates section

\$

I authorise the AASW to charge: MasterCard Visa

Card holder's name:

Credit Card No.

Expiry

CVV:

Please send an invoice to be paid to the above email address – payment will be made via BPay

Signature:

Date