

ADVERTISING BOOKING FORM

Please complete all details or your request will not be processed

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

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

Please scan/attach this completed Advertising Booking Form to:

Social Work Focus Editor

Email: editor@asw.asn.au

ADVERTISER DETAILS

Advertiser:

Contact name:

Media/Advertising agency (if applicable):

Contact name:

CLIENT DETAILS (Person/company responsible for payment)

Client/Organisation:

Contact name:

Media/Advertising agency (if applicable):

ABN:

Billing address:

Email:

State:

Postcode:

Phone:

BOOKING DETAILS*

Single advertisement **OR**

4-edition package

Issue(s) advertisement to appear in:

(Rates/conditions subject to change in subsequent years).

SUMMER 2021

AUTUMN 2021

WINTER 2021

SPRING 2021

Advertisement size:

INSIDE COVERS

STANDARD

Full page

Full page

BACK PAGE

Half-horizontal

Full page

Quarter-horizontal

Repeat same artwork in each issue?

Yes

No, advertiser will supply new material

N/A (single edition)

PAYMENT DETAILS*

Authorised debit amount: **\$AUD**

I authorise the AASW to charge my (please tick)*

Visa

Mastercard

Card number:

Expiry:

/

Cardholder's name:

CVC:

Signature:

Date:

/

/

Office use only: Ad no:

Inv no:

* I would like to be issued with a 14-day invoice instead of paying by credit card. Upfront payment is our preferred option.

ADVERTISING RATES

	BULK DISCOUNT		
	Single issue rate	4 Issue Package	
Full Colour	Full page (inside covers)	\$1,100.00	\$3,970.00 (\$992.50 per advert)
	Full page (back cover)	\$1,330.00	\$4,760.00 (\$1,190.70 per advert)
	Half page (horizontal)	\$685.00	\$2,465.00 (\$616.25 per advert)
	Full page	\$1,030.00	\$3,380.00 (\$845.00 per advert)
	Quarter page (horizontal)	\$365.00	\$1,320.00 (\$330.00 per advert)

Prices are inclusive of GST and per advertisement.

ADVERTISING DEADLINES

2021 deadlines

Issue	Bookings & artwork	Publication
Autumn 2021	January 29 th	March 5 th
Winter 2021	April 30 th	June 4 th
Spring 2021	July 30 th	September 3 rd
Summer 2021	November 29 th	December 3 rd

Prices are inclusive of GST and per advertisement.

SUPPLYING ARTWORK

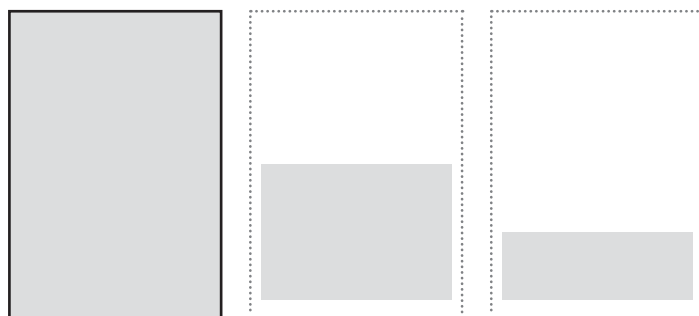
AASW will only accept final art that is supplied as a print ready, high resolution PDF with minimum 3mm bleed and crop marks. Minimum of 10mm margins are recommended for full page ads. All images must be 300 dpi.

Please send your artwork to editor@asw.asn.au

Please check that the size of your advertisement reflects our specifications.

If your advertisement does not reflect the quality of our magazine, we will contact you before we make any changes to it.

ADVERTISING SPECIFICATIONS (SIZES)



Full page

210x297mm
Plus 3mm bleed

Half page horizontal

192x148mm

Quarter page horizontal

192x74mm

KEY:

	Artwork area
	Bleed (min 3mm)
	Page trim

Note: Measurements are width x height

HOW TO BOOK YOUR ADVERTISEMENT

Please complete this booking form and scan/email it to:

Email: editor@asw.asn.au

To discuss your advertising needs, contact:

Social Work Focus Editor

Phone: 03 9320 1005

Email: editor@asw.asn.au

TERMS AND CONDITIONS

- *Social Work Focus* is published digitally and provided to AASW members via email and is available via PDF, accessible webpage and flipbook.
- All advertising bookings must be made using the Advertising Booking Form.
- Finished artwork must be submitted according to specifications listed on the Advertising Booking Form.
- Cancellations will only be accepted in writing and must be received before the booking deadline.
- Cancellation of an advertisement after the booking deadline will incur a fee of 50% of the advertising rate for that advertisement.
- Advertisements are accepted subject to the approval of the Editor. AASW reserves the right to cancel or reject advertising deemed not in keeping with its objectives or of a quality that reflects that of *Social Work Focus*.
- 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 *Social Work Focus* according to the distribution schedule. However, it 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 magazine.
- Advertisers who select a bulk discount package are required to make payment for each advertisement by the booking and payment deadline for the earliest issue. New artwork however, can be supplied by the deadline for subsequent issues.
- Bulk advertising packages must be used within the stipulated time period and each advertisement must be the same size.
- If a booking form with payment details and artwork, has not been received for an advertisement by the deadline date we cannot guarantee the advertisement will not be published.
- Where an advertisement is not published through no fault of the advertiser, the advertising fee that has been paid will be refunded.
- Only one advertisement is allowed per advertiser in each edition of the *Social Work Focus*.
- Special advertisement positions cannot be booked. Positions will be determined by the Editor.

CONTACT US

AASW NATIONAL OFFICE

Level 7
 14-20 Blackwood Street
 North Melbourne
 VIC 3051

PO Box 2008
 Royal Melbourne Hospital
 VIC 3050

Email: editor@asw.asn.au

asw.asn.au

