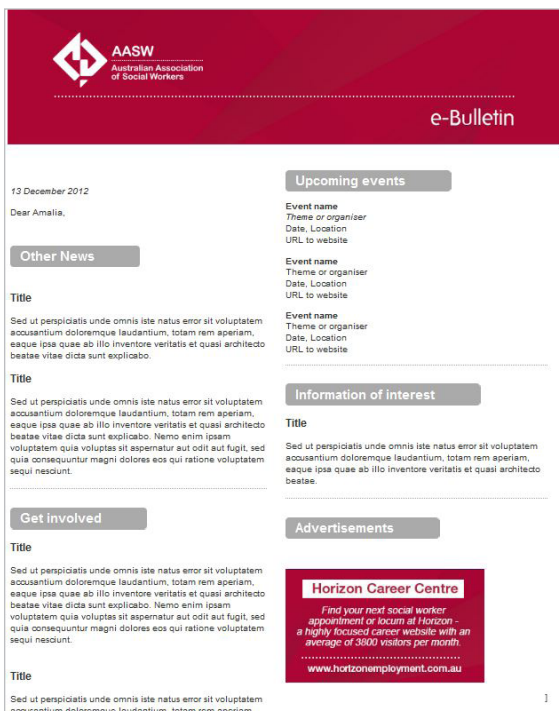




e-Bulletin

Advertising Kit 2015

2015 ADVERTISING RATES | SPECIFICATIONS | BOOKING FORM



The National *e-Bulletin* is the e-newsletter of the Australian Association of Social Workers (AASW) that provides members with AASW news about activities of interest to AASW members. The *e-Bulletin* is emailed fortnightly on a Wednesday to approximately 17,000 subscribers (including our 9,000 social work members). After its distribution, an archive edition is published on the AASW website.

Advertising

The AASW accepts advertising 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 such as services, events and programs designed to assist social workers to further develop their professional career and activities or issues of interest to social workers professional or in the pursuit of social justice.

BOOKINGS

To confirm your advertisement booking, please complete the booking form below and send by fax or scan/email to:
 Email: bulletineditor@asw.asn.au
 Fax: 02 6199 5099

Events promotion

AASW endorsed CPD events can be included in the National e-Bulletin at the set CPD advertising rate (see over page).

Brief information about non-AASW social work related events can be submitted for the e-Bulletin's free 'Upcoming events' listing, however inclusion is at the AASW's discretion.

Rates

	Standard rate (\$)	3-EDITION PACKAGE	6-EDITION PACKAGE
		BULK DISCOUNT	BULK DISCOUNT
		Price per issue (\$)	Price per issue (\$)
AASW member	519.75	504.16	488.57
Non-member	693.00	672.00	651.40
AASW CPD Endorsed Event Listing*	262.5	254	246

Prices are inclusive of GST and are per advertisement.

Distribution & deadlines

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

Booking deadline: COB on the Friday before distribution

Final written material deadline: COB on Monday of the same week of distribution.

Artwork specifications & supply

Advertisement artwork size: 280 x 160 pixels
File format: JPG or PNG
File size maximum: 40KB

You may also provide a URL to link your advertisement to, or one PDF document that our members can download from a link from your advertisement.

Please attach your document as a PDF to the email with your advertisement booking form.

Terms & Conditions

- All advertising bookings must be confirmed in writing on the Advertising Booking Form.
- Finished artwork must be submitted according to specifications listed in the Advertising Kit.
- 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 cancellation fee of 50% of the advertising fee for that advertisement.
- 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.
- Where an advertisement is promoting a university course that is not an accredited course for the purposes of AASW membership, a disclaimer will appear alongside the advertisement to ensure clarity that the AASW is not endorsing the course by publishing the advertisement. Disclaimer: **This course is not accredited for the purposes of AASW membership.*
- 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 National 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.
- Only one advertisement is allowed per advertiser in each edition of the *e-Bulletin*.
- Special advertisement positions can not be booked. Positions will be determined by the Editor.

AASW CPD Endorsed Event Listing

AASW CPD Endorsed events can be listed in the e-Bulletin at a set rate. The listing includes:

- Event name
- Event date
- Event location
- Link to a website address or downloadable PDF with further information.

Find out more about CPD endorsements on our website.

Email/fax details of your CPD event listing with booking form to:

AASW National Bulletin Coordinator

Fax: 02 6230 4399

Email: bulletineditor@asw.asn.au

Include in the email subject line:

EBULLETIN - CPD ENDORSED EVENT LISTING -

Upcoming events - free listing

Free social work related event listings should only include:

- Event name
- Event date
- Event location
- Link to a website address or downloadable PDF with further information.

Email these details, with the EBULLETIN FREE LISTING subject line to:

bulletineditor@asw.asn.au



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 National Bulletin Coordinator
Fax: 02 6230 4399
Email: bulletineditor@asw.asn.au

ADVERTISER DETAILS

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

BILLING DETAILS (Person/company responsible for payment)

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

BOOKING DETAILS:*

TYPE:

Standard advert (image) AASW CPD Endorsed Event Listing

OCCURANCE:

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

Date(s) of e-Bulletin advert(s) to appear in:

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

LINKS (from advertisement or listing):

Attached document (file name): **OR** Website URL:

PAYMENT DETAILS:*

Please enter 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 items is preferred