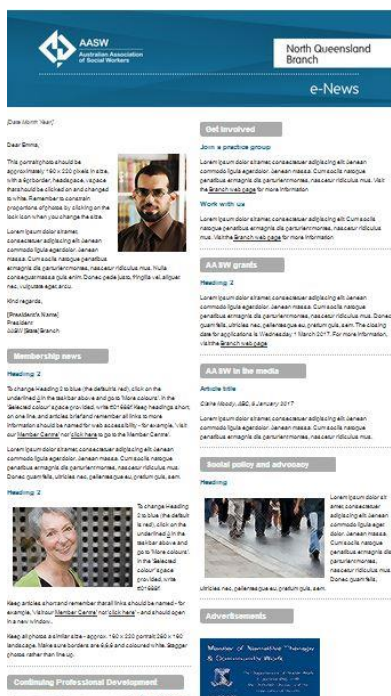


# North Queensland Branch media kit 2018

The Australian Association of Social Workers is the professional representative body of social workers in Australia. The North Queensland Branch co-produces a digital magazine with the Queensland Branch and publishes its own e-newsletter.

## North Queensland e-News



North Queensland Branch e-News is emailed at the end of each month to 360 opt-in subscribers from Cairns, Mackay and Mt. Isa, including all regional areas stretching over the north from Rockhampton to the Cape, and delivers AASW and industry news. It also links to more information online and features concise, informative content that focuses on AASW NQLD Branch matters, state and national social policy and advocacy news and local events and CPD opportunities. The e-News is a vital inclusion for campaigns targeting social workers.

It accepts social work industry news items from members and non-members and endorsed CPD listings and display advertisements which are available at member and non-member rates.

To express interest in contributing a news item, please email [aaswnqld@aasw.asn.au](mailto:aaswnqld@aasw.asn.au) or phone 07 4420 3900.

### 2018 issues and deadlines

Advertising and news contributions are due one week prior to publishing each issue of the e-News at the end of each month.

Issue	Deadline	Issue	Deadline
31 January	24 January	31 July	24 July
28 February	21 February	31 August	24 August
30 March	23 March	28 September	21 September
27 April	20 April	31 October	24 October
31 May	24 May	30 November	23 November
29 June	22 June	20 December	13 December

### Advertising rates and specifications

Rates are per issue, inclusive of GST and subject to change.

Advertisement type	Size	AASW members	Non-members
Display advert with URL	280 x 160 pixels	\$82.50	\$91.30
Endorsed CPD listing with URL (no images/logos accepted)	50 words	\$33.00	\$55.00

## Queensland Social Work



*Queensland Social Work* is the AASW QLD and NQLD Branches' six-monthly magazine that highlights the issues affecting social work in Queensland today. It focuses on the varied work of social workers while celebrating the profession.

### Regular features

- AASW continuing professional development
- social policy and advocacy
- industry and event news
- social work education
- membership news

The title is a vital inclusion for campaigns targeting social workers. Various paid advertising sizes are available. Emailed to 4,500 subscribers within Queensland (1260 opt-in members plus subscribers), *Queensland Social Work* is published in February and July each year. It accepts articles from members about social work practice and education in Queensland (max. 500 words). Non-members can contribute industry news items of up to 150 words. The AASW reserves the right to reject or edit articles.

### Deadlines

Advertisements and articles must be provided by the following dates. To express interest in contributing an article, please email [aaswnqld@aasw.asn.au](mailto:aaswnqld@aasw.asn.au) or phone 07 4420 3900.

**Summer** (February 2019)      14 November 2018  
**Winter** (July)                      22 June 2018

### Advertising rates and specifications

Rates are per issue, inclusive of GST and subject to change. **Please note:** the membership rate applies to individuals who are AASW members not individuals who are members placing an advertisement on behalf of an employer or group.

Size	Specifications (mm)	Member rate	Non-member rate
Full page	210 x 297mm	\$668.25	\$742.50
½ page horizontal	192 x 148mm	\$334.13	\$371.25
¼ page horizontal	192 x 74mm	\$167.04	\$185.63

## Advertising booking form 2018

Please print, complete and scan this booking form and email it to [aaswnqld@asw.asn.au](mailto:aaswnqld@asw.asn.au) with your advertising artwork (JPEG file) or CPD listing copy (Word file plus separate JPEG logo) attached. Your booking will not be final until you receive a confirmation email.

**Name:**  **Organisation:**

**Address:**

**Telephone:**  **Date:**

**Email:**  I am an AASW member  Yes\*  No

\*Membership no:

I want to advertise in:  **Queensland Social Work**  **Winter**  **Summer**

**Ad size:**  **Full page** 175 w x 255 h (mm)  **½ page vertical** 85 w x 255 h (mm)  **½ page horizontal** 175 w x 120 h (mm)

I want to advertise in:  **Branch e-News**  **Month/s\*\*:**

**Endorsed CPD listing** 50 words & URL \*\*\*  **Display advertisement** JPEG, 280 w x 160 h pixels

**TOTAL COST:**  \$

**PAYMENT:**

Please debit my **credit card**. The details are as follows:  MasterCard  VISA

Credit card number: \_\_\_\_ / \_\_\_\_ / \_\_\_\_ / \_\_\_\_ Expiry date: \_\_\_\_/\_\_\_\_/\_\_\_\_ CVV: \_\_\_\_

Name on card: \_\_\_\_\_

Card holder's signature: \_\_\_\_\_

**Contact the branch if you require a separate invoice.**

## Terms and conditions

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 careers, and activities or issues of interest to social workers either in a professional sense or relating to the pursuit of social justice.

All advertisements are accepted on the understanding that the publishers, AASW QLD Branch, accepts no liability for any omissions or errors however caused, and cannot be held liable to any person, group or company for any action for damages arising out of any omission or error, however caused. The advertisement sizes shown on this booking form constitute the full range of advertisements available. Prices quoted for advertisements DO NOT include artwork, typesetting or other production charges.

Acceptance and printing of advertisements does not imply endorsement of any product or service by the Association, nor support any claims made by the advertisers.

## Other conditions

Your booking will not be final until you receive a confirmation email.

\* The membership rate for all advertising in AASW publications applies to individuals who are AASW members not individuals who are members placing an advertisement on behalf of an employer or group. To receive the membership rate, you must include your AASW membership number on the booking form.

\*\*Combined, we feature no more than three adverts/listings in each issue of *Branch e-News* and can only accept one booking per member/organisation. If a newsletter is full, we will let you know of other issues that have space available.

\*\*\*To receive the Endorsed CPD rate, you must provide a **copy of your endorsement** with this booking form.

## Bookings

Complete this booking form. Then scan and send it as an email with the relevant Word or JPEG file attachments to:

E: [aaswnqld@aasw.asn.au](mailto:aaswnqld@aasw.asn.au)

P: 07 4420 3900

**Australian Association of Social Workers Ltd**

ABN 93 008 576 010