



2012 Advertising Opportunities



2012 ADVERTISING OPPORTUNITIES



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HOW TO ADVERTISE:

Please complete the AACMA Advertising Opportunities Form (Word doc) and send back to publications@acupuncture.org.au.

JING-LUO NEWSLETTER 2012 ADVERTISING RATES

The *Jing-Luo* is the AACMA Members' exclusive quarterly newsletter. The new-look 2012 *Jing-Luo* is a full colour publication that contains important Association and TCM news.

Circulation: 3000 **Advertising Contact:** publications@acupuncture.org.au or 07 3324 2599 ext 16

DISPLAY ADVERTISEMENTS (all ad rates inc GST)

AD SPACES	AD SIZES	4 issues	3 issues	2 issues	Casual Rate
Inside Front Cover - Colour	w210mm x h297mm*	\$750 ea			
Inside Back Cover - Colour	w210mm x h297mm*	\$750 ea			
Back Cover - Colour	w210mm x h297mm*	\$750 ea			
Full Page - Colour	w210mm x h297mm*	\$695 ea	\$725 ea	\$770 ea	\$845 ea
Double-Page Centre Spread - Colour	w420mm x h297mm*	\$1730 ea	\$1795 ea	\$1865 ea	\$2035 ea
Half Page - Colour	w190mm x h125mm	\$420 ea	\$455 ea	\$480 ea	\$505 ea
Half Page - Mono	w190mm x h125mm	\$335 ea	\$365 ea	\$385 ea	\$405 ea
Quarter Page - Colour	w95mm x h125mm	\$300 ea	\$310 ea	\$340 ea	\$355 ea
Quarter Page - Mono	w95mm x h125mm	\$240 ea	\$250 ea	\$270 ea	\$285 ea

* All full page and Double-Page Ads must include a 3mm bleed

> Certain pages within the AACMA newsletter are reserved for AACMA use and cannot be booked as advertising space.

> Consecutive full-page advertisements (double spreads) are only permitted in the centre of the newsletter and will be charged at the centre spread rate.

> Please refer to the General Advertising Policy Guidelines, and to the Display Ad Policy Guidelines for further important information on advertising.

INSERTIONS (all ad rates inc GST)

Member Discount Rate	\$30 per 100	(a minimum charge of \$30 applies to each insert)
Recognised Education Provider	\$45 per 100	(a minimum charge of \$45 applies to each insert)
General Commercial Rate	\$70 per 100	(a minimum charge of \$70 applies to each insert)

> Member Discount Rate is only available to AACMA members and is strictly for clinic and professional development (non-commercial) purposes. Inserts which exceed 10gm in weight (approximately 2 A4 sheets), will attract additional charges for postage. Providers of recognised courses also attract this rate.

> General Commercial Rate is applicable to AACMA members wishing to advertise for commercial purposes, or for non-AACMA members wishing to distribute advertising materials. Inserts which exceed 10gm in weight (approximately 2 A4 sheets), will attract additional charges for postage.

CLASSIFIEDS (all ad rates inc GST)

Member Discount Rate	FREE for up to 50 words	Additional words charged at \$1.00 each
General Line Ad Rate	\$40 for up to 50 words	Additional words charged at \$1.00 each
Boxed Line Ad Rate	\$65 for up to 50 words	Additional words charged at \$1.50 each
Colour Display Ad Rate (w52mm x h62mm)	\$95	Larger classified display ads by quotation

> Member Discount Rate is only available to members and is strictly for clinic and professional development (non-commercial) purposes. General Line Ad rates apply for all commercial advertisements.

> Complimentary listing on AACMA Members' Webpage Notice Board + Complimentary inclusion in the monthly Members' Classified Email Out

DEADLINES:

AUTUMN EDITION (MARCH)

Advertisements due 6 Feb / Inserts due 21 Feb

WINTER EDITION (JUNE)

Advertisements due 8 May / Inserts due 29 May

SPRING EDITION (SEPT)

Advertisements due 6 Aug / Inserts due 21 Aug

SUMMER EDITION (DEC)

Advertisements due 5 Nov / Inserts due 20 Nov



AUSTRALIAN JOURNAL OF ACUPUNCTURE AND CHINESE MEDICINE 2012 ADVERTISING OPPORTUNITIES



The AJACM is the official Journal of the Australian Acupuncture and Chinese Medicine Association Ltd (AACMA). It is Australia's paramount peer-reviewed journal for the acupuncture and Chinese medicine profession.

Frequency: Published bi-annually

Circulation: 3000

Readership Profile: Practitioners, academics, researchers, theorists and students in the field of acupuncture, Chinese medicine, bio-medicine and Asian studies

Estimated Distribution: Australia 65%; Asia-Pacific 25%; Other International 10%

Editor-in-Chief: Dr Zhen Zheng PhD

Journal Size: Finished Size 297mm x 210mm (A4)

Advertising Contact: ajacm@acupuncture.org.au or 07 3324 2599 ext 16

DISPLAY ADVERTISING	AD SIZES	RATE PER ISSUE
Outside Back Cover - Colour	w210mm x h297mm + 3mm bleed	\$2500 inc GST
Inside Front Cover - Colour	w210mm x h297mm + 3mm bleed	\$2200 inc GST
Inside Back Cover - Colour	w210mm x h297mm + 3mm bleed	\$2000 inc GST
Full Page - Mono	w200mm x h288mm	\$1500 inc GST
Half Page Horizontal - Mono	w200mm x h144mm	\$1000 inc GST

- AJACM reserves the right to refuse to publish any advertisement which it feels is in any way: inappropriate, offensive, deceptive, unprofessional, unethical, or which directly or indirectly denigrates another person, product or organisation.
- Materials supplied in an inaccurate and/or incompatible format will not be the responsibility of the AJACM.

INSERTIONS per issue - \$750 inc GST per item (subject to weight)

- As the AJACM is subject to certain restrictions on both size and weight, AJACM reserves the right to refuse to publish or disseminate any advertisement or advertising material, which it feels will cause the newsletter to exceed any of these restrictions.
- Acceptance of any insertion material is at the sole discretion of the AJACM.
- AJACM does not take responsibility for the printing or photocopying of materials for Insertions. All such materials must be received printed and ready for insertion.

SPECIFICATIONS

Print-ready artwork must be in a PC compatible format (TIFF, JPEG or Hi-Res PDF).

Please supply artwork via email or CD-ROM including all images and fonts.

Email: ajacm@acupuncture.org.au

DEADLINES:

VOLUME 7 ISSUE 1
 Advertisements due 12 March
 Inserts due 20 April
 Published May 2012

VOLUME 7 ISSUE 2
 Advertisements due 17 September
 Inserts due 19 October
 Published November 2012

While every endeavour shall be made to adhere to these time lines, due to unforeseen circumstances, delays may occur from time to time. Neither AACMA nor any member, employee or agent of AACMA shall accept responsibility for any loss incurred due to late publication of articles or advertisements.

AACMA 2012 General Advertising Opportunities

AACMA MAIL OUT

Advertising Contact: adminsUPPORT@acupuncture.org.au or 07 3324 2599 ext 15

Discounted Member Rate	\$30 per 100*	+ postage	(a minimum charge of \$30 applies)
Recognised Education Provider	\$45 per 100*	+ postage	(a minimum charge of \$45 applies)
Commercial Rate	\$70 per 100*	+ postage	(a minimum charge of \$70 applies)

***Mail Out material must be already enveloped.**

- > Member Discount Rate and Education Provider Rate is only available to members and is strictly for clinic and professional development (non-commercial) purposes. General AACMA mail out rates apply for all commercial advertisements.
- > Education Provider Rate is only available for Recognised Education Providers and is strictly for educational, research and professional development (non-commercial) purposes. General AACMA mail out rates apply for all commercial advertisements.
- > When calculating charges, mail out numbers will be rounded up to the next 100.
- > Please refer to the General Advertising Policy Guidelines, and to the Insert and Mail Out Policy Guidelines for further important information on postage rates and advertising with AACMA.



AACMA EMAIL OUT

Advertising Contact: adminsUPPORT@acupuncture.org.au or 07 3324 2599 ext 15

Discounted Member Rate	\$30 per 100	(a minimum charge of \$60 applies)
Recognised Education Provider	\$45 per 100	(a minimum charge of \$60 applies)
Commercial Rate	\$70 per 100	(a minimum charge of \$70 applies)

- > Member Discount Rate and Education Provider Rate is only available to members and is strictly for clinic and professional development (non-commercial) purposes. General AACMA (e)mail out rates apply for all commercial advertisements.
- > Education Provider Rate is only available for Recognised Education Providers and is strictly for educational, research and professional development (non-commercial) purposes. General AACMA mail out rates apply for all commercial advertisements.
- > When calculating charges, email out numbers will be rounded up to the next 100.

DIARY DATES LISTING (FREE SEMINAR/CONFERENCE LISTING)

Advertising Contact: adminsUPPORT@acupuncture.org.au or 07 3324 2599 ext 15

Diary Dates are listed as a free service to AACMA members and to members of the TCM profession. Details listed in this section are limited to the date of the event, city, and contact name and number. All details should be forwarded to AACMA as early as possible to gain maximum exposure as listings will remain current up to the date of the event. Listings will automatically be deleted once the advertised date of the event has past.

AACMA 2013 ANNUAL WALL PLANNER

The AACMA Annual Wall Planner is a full colour gloss calendar (w800mm x h597mm) that is used to record professional development opportunities and events occurring throughout the calendar year. You can promote your company/organisation brand and/or products nationally to over 2000 AACMA members by Advertising in the AACMA Annual Wall Planner

Advertising Contact: Please contact Julia Starkey (Publications and Promotions Administrator) to advise an expression of interest in advertising in the 2013 Wall Planner on 07 3324 2599 ext 16 or publications@acupuncture.org.au



AACMAC EXHIBITION, SPONSORSHIP & ADVERTISING OPPORTUNITIES

To advertise your company during the Australasian Acupuncture & Chinese Medicine Association Conference - AACMAC Brisbane 2012 (25 – 27 May 2012) please contact events@acupuncture.org.au or 07 3324 2599 ext 15.

Advertising Policy Guidelines

GENERAL ADVERTISING POLICY GUIDELINES

The following Advertising Policy Guidelines relate to all advertising conducted through the AACMA.

- 1 A copy of all proposed advertisements must be forwarded to the AACMA National Office for approval prior to acceptance of the advertisement. An invoice will only be issued once a copy of the proposed ad has been received and approved for publishing by the AACMA. *Please note that a copy need not necessarily be the final artwork, but must contain all relevant information including all text, and must be an accurate representation of the proposed advertisement.*
- 2 All final copies/artwork of advertisements must be received by the AACMA National Office no later than the 'Receipt of Advertisements' date shown within the relevant section of the AACMA Publishing Schedule. *Please note that materials for Insertion may be accepted after this date, however, must be received no later than the 'Receipt of Material for Insertion' date shown within the relevant section of the AACMA Publishing Schedule.*
- 3 All outstanding advertising accounts must be settled prior to the 'Print Date' shown within the relevant section of the AACMA Publishing Schedule. Where the account relates to an Insertion, settlement may occur after this date, however, must be received no later than the 'Receipt of Material for Insertion' date shown within the relevant section of the AACMA Publishing Schedule. Please note that all invoices issued by the AACMA for advertising are subject to a 7 day term for settlement, and that the AACMA reserves the right to withdraw any advertisement for which payment has not been received prior to the date specified above.
- 4 Any prices listed within advertisements must be inclusive of the Goods and Services Tax (GST). AACMA reserves the right to refuse to publish or disseminate any advertising material which includes prices that are non-inclusive/exclusive of GST.
- 5 The AACMA reserves the right to refuse to publish any advertisement which it feels is in any way: inappropriate; offensive; deceptive; unprofessional; unethical; or which directly or indirectly denigrates another person, product or organisation. AACMA will not advertise short courses in Acupuncture or Chinese Medicine which are designed to provide entry level training. AACMA will not publish advertising containing testimonials as to the clinical efficacy of a product.
- 6 As AACMA newsletter is subject to certain restrictions on both size and weight, AACMA reserves the right to refuse to publish or disseminate any advertisement or advertising material, which it feels will cause the newsletter to exceed any of these restrictions.

DISPLAY AD POLICY GUIDELINES

- 1 All Display Ad final artwork should be received in electronic format where possible.
- 2 When supplied in electronic format, AACMA would appreciate Display Ads to be supplied in one of the following file formats: .eps; .pdf (press quality); .tiff (at least 300dpi); .jpg (at least 300dpi).
- 3 When supplied in electronic format, AACMA would appreciate Display Ads to occupy files of no greater than 1.4 MB in size. *Please note that AACMA would appreciate receiving any files greater than 1MB in size, on disk, via the post.*

- 4 When supplied in electronic format, please ensure that: all text and images are linked to prevent movement when the advertisement is inserted within another document, and; when supplied in .eps or .pdf formats, all fonts are either embedded or supplied with the file.
- 5 All Display Ads must conform to the size guidelines specified within the AACMA Advertising Rate Card.

INSERT AND MAIL OUT POLICY GUIDELINES

- 1 AACMA does not take responsibility for the printing or photocopying of materials for Insertion within the *Jing-Luo*, or for separate Mail Out to members. All such materials must be received by the AACMA pre-printed.
- 2 Where multiple items are to be inserted within the *Jing-Luo*, or mailed out to members, these items must be received pre-collated.
- 3 All materials received by AACMA for Insertion within the *Jing-Luo*, or for separate Mail Out to members, must be received pre-folded (where applicable).
- 4 All materials for Insertion within the *Jing-Luo*, or for separate Mail Out to members, must be delivered directly to the AACMA National Office at Unit 1, 55 Clarence Street, Coorparoo, Qld 4151. Each carton of materials received by the AACMA National Office must not exceed a **maximum** of 25kg in weight. In the interests of staff health and safety, the AACMA reserves the right to refuse delivery of any carton which exceeds 25kg in weight.
- 5 In addition to the standard advertising rates for Insertions within the *Jing-Luo*, a postage fee will be charged for all items which exceed 10gm in weight (10gm being equal to approximately 2 sheets of 80gsm A4 paper). Items greater than 10gm in weight, but less than 125gm will be charged an additional \$1.20 per item. Items greater than 125g in weight, but less than 300gm will be charged an additional \$1.80 per item. AACMA reserves the right to refuse any item which exceeds 300gm in weight, or which it feels may cause the total weight of a mail out (including newsletter) to exceed the 500gm maximum threshold. AACMA also reserves the right to alter these charges for additional postage at any time, in accordance with the fees and charges set out by Australia Post.
- 6 In addition to the standard advertising rates for separate Mail Outs, an additional postage fee will be charged for each item mailed out. Items which can be placed within DL envelopes and which do not exceed 250gm in weight, will be charged an additional \$0.60 per item. Items which cannot be placed within DL envelopes and which do not exceed 125gm in weight, will be charged an additional \$1.20 per item. Items which cannot be placed within DL envelopes and which are greater than 125gm in weight, but less than 250g will be charged an additional \$1.80 per item. Items which cannot be placed within DL envelopes and which are greater than 250gm in weight, but which do not exceed 500gm will be charged an additional \$3.00 per item. Items which exceed 500gm will be quoted on request. AACMA reserves the right to alter these charges for additional postage at any time, in accordance with the fees and charges set out by Australia Post.