



2011 Advertising Rate Card



AACMA 2011 Advertising Information

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Jing-Luo Newsletter

2011 Advertising Rates

Display Advertisements

SIZE	CASUAL	x 2	x 3	x 4
Inside Front Cover - Mono	\$ 715.00 ea	\$ 655.00 ea	\$ 620.00 ea	\$ 590.00 ea
Inside Back Cover - Mono	\$ 715.00 ea	\$ 655.00 ea	\$ 620.00 ea	\$ 590.00 ea
Back Cover - Mono	\$ 715.00 ea	\$ 655.00 ea	\$ 620.00 ea	\$ 590.00 ea
Full Page - Colour	\$ 818.00 ea	\$ 745.00 ea	\$ 705.00 ea	\$ 675.00 ea
Full Centre Spread - Colour	\$1976.00 ea	\$1810.00 ea	\$1745.00 ea	\$1680.00 ea
Full Page - Mono	\$ 612.00 ea	\$ 565.00 ea	\$ 535.00 ea	\$ 505.00 ea
Full Centre Spread - Mono	\$1490.00 ea	\$1360.00 ea	\$1295.00 ea	\$1230.00 ea
1/2 Page - Mono (h130mm x w190mm)	\$ 394.00 ea	\$ 375.00 ea	\$ 355.00 ea	\$ 325.00 ea
1/4 Page - Mono (h130mm x w90mm)	\$ 275.00 ea	\$ 260.00 ea	\$ 245.00 ea	\$ 235.00 ea
1/8 Page - Mono (h65mm x w90mm)	\$ 205.00 ea	\$ 195.00 ea	\$ 185.00 ea	\$ 175.00 ea
Specifying Advert Page Locations	\$ 75.00 ea	\$ 75.00 ea	\$ 75.00 ea	\$ 75.00 ea

- > 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

Member Discount Rate	\$30.00 per 100	(a minimum charge of \$30.00 applies to each insert)
Recognised Education Provider	\$45.00 per 100	(a minimum charge of \$45.00 applies to each insert)
General Commercial Rate	\$70.00 per 100	(a minimum charge of \$70.00 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

Member Discount Rate	Free for up to 50 words	Additional words charged at \$1.00 each
General Line Ad Rate	\$37.50 for up to 50 words	Additional words charged at \$1.00 each
Boxed Line Ad Rate	\$62.50 for up to 50 words	Additional words charged at \$1.50 each

- > 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**

Jing-Luo Newsletter 2011 Advertising Deadlines

Autumn Edition	March 2011
Receipt of Editorial Content	4 February 2011
Receipt of Advertisements	4 February 2011
Print Date	21 February 2011
Receipt of Insert Material	21 February 2011
Mailout Date	March 2011

Winter Edition	June 2011
Receipt of Editorial Content	6 May 2011
Receipt of Advertisements	6 May 2011
Print Date	27 May 2011
Receipt of Insert Material	27 May 2011
Mailout Date	June 2011

Spring Edition	September 2011
Receipt of Editorial Content	5 August 2011
Receipt of Advertisements	5 August 2011
Print Date	22 August 2011
Receipt of Insert Material	22 August 2011
Mailout Date	September 2011

Summer Edition	December 2011
Receipt of Editorial Content	4 November 2011
Receipt of Advertisements	4 November 2011
Print Date	21 November 2011
Receipt of Insert Material	21 November 2011
Mailout Date	December 2011

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.



Australian Journal of Acupuncture and Chinese Medicine 2011 Advertising Information

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
Print Run:	3,000
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)

DISPLAY ADVERTISING per issue (all advertising rates include GST)

Outside Back Cover (full colour)	\$2500.00 297mm x 210mm (depth x width)
Inside Front Cover (full colour)	\$2200.00 297mm x 210mm (depth x width)
Inside Back Cover (full colour)	\$2000.00 297mm x 210mm (depth x width)
Full Page (mono)	\$1500.00 288mm x 200mm (depth x width)
½ Page Horizontal (mono)	\$1000.00 144mm x 200mm (depth x width)

- 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 (all advertising rates include GST) \$750.00 per sheet

- 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

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.
 Screen: 300 dpi
 Binding: Saddle Stitched
 Printing: Offset Printing

ADVERTISING DEADLINES

Volume 6 Issue 1		Volume 6 Issue 2	
Receipt of Advertisements	11 March 2011	Receipt of Advertisements	9 September 2011
Print Date	18 April 2011	Print Date	17 October 2011
Receipt of Insert Material	22 April 2011	Receipt of Insert Material	21 October 2011
Mailout Date	May 2011	Mailout Date	November 2011

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 2011 General Advertising Rates

AACMA Mail Out

Discounted Member Rate	\$30.00 per 100	+ postage	(a minimum charge of \$30.00 applies)
Recognised Education Provider	\$45.00 per 100	+ postage	(a minimum charge of \$45.00 applies)
Commercial Rate	\$70.00 per 100	+ postage	(a minimum charge of \$70.00 applies)

- > **Member Discount Rate** is only available to members and is strictly for clinic and professional development (non-commercial) purposes.
- > Education Provider Rate is only available to 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 (electronic)

Discounted Member Rate	\$30.00 per 100	(a minimum charge of \$30.00 applies)
Recognised Education Provider	\$45.00 per 100	(a minimum charge of \$45.00 applies)
Commercial Rate	\$70.00 per 100	(a minimum charge of \$70.00 applies)

- > **Member Discount 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 to Recognised Education Providers and is strictly for educational, research and professional development (non-commercial) purposes. General AACMA (e)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)

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 2012 Annual Wall Planner

The AACMA Annual Wall Planner is a full colour gloss calendar (800mm wide by 597mm high) 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

Please contact Jazz Tyrrel-Smart (Manager - Marketing, Events and Professional Development) to advise an expression of interest in advertising in the 2012 Wall Planner on 07 3324 2599 ext 16 or events@acupuncture.org.au.

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.

Expression of Interest Form

If you are interested in advertising with AACMA, please complete the following form. Once completed, please return it either by email events@acupuncture.org.au, fax to **07 3394 2399**, or by mail to **PO Box 1635 Coorparoo DC QLD 4151**.

Remember, as advertising space is limited, all ads are placed on a 'first come, first placed' basis.

Family Name: _____ Given Names: _____

Organisation: _____

Postal Address: _____

Telephone: _____ Fax: _____ Mobile: _____

AACMA Member Number: _____ Email: _____

Display Ad

Size: 1/8 Page Ad 1/2 Page Ad Centre Spread
 1/4 Page Ad Full Page Ad Specific Location

Insertion

Rate: Member Rate General Commercial Education Provider
Distribution: National Members (inc Students) Members (exl Students)
 State Based: ACT NT SA VIC
Areas: NSW QLD TAS WA
 All Metro Only Regional Only

Classified Ad

Type: General Line Ad
 Boxed Line Ad

Ad Content: _____

Diary Date

Event Type: _____

Event Date: _____ City: _____ State: _____

Event Title: _____ Presenter: _____

Contact Name: _____ Phone: _____ Email: _____

Separate Mail Out

Distribution: National ACT NT SA VIC
 State Based: NSW QLD TAS WA
Areas: All Metro Only Regional Only

Office Use Only

Date Received _____ ID Number _____ Surname Name _____