

General Advertising

Advertising rates
& booking form

General Advertising Opportunities

EMAIL OUT (rates inc. GST)

To advertise, send your Advertising Booking Form to: events@acupuncture.org.au
 For enquiries contact events@acupuncture.org.au or 07 3457 1815

AACMA Email Outs allow you to promote your event/seminar to AACMA members via a professionally formatted email campaign. You can target your audience nationally or by state.

Discounted Member Rate	\$35 per 100	(a minimum charge of \$70 applies)
Recognised Education Provider	\$50 per 100	(a minimum charge of \$100 applies)
Commercial Rate	\$85 per 100	(a minimum charge of \$200 applies)

- > Member Discount Rate is only available to members and is strictly for clinic and professional development (non-commercial) purposes. General AACMA email 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.
- > AACMA's email out service is reserved for events and seminar advertising only.
- > When calculating charges, email out numbers will be rounded up to the next 100.

CLASSIFIEDS (rates inc GST)

To advertise, send your Advertising Booking Form to: communications@acupuncture.org.au
 For enquiries contact: communications@acupuncture.org.au or 07 3457 1816

Classifieds are an effective way to advertise to AACMA members. Each classified is promoted for three months (in the *Jing-Luo* magazine, plus an online listing on the website and eNews).

Member Discount Rate	FREE for up to 50 words	Additional words charged at \$1.00 each
General Line Ad Rate	\$50 for up to 50 words	Additional words charged at \$1.00 each
Boxed Line Ad Rate	\$75 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.

DIARY DATES LISTING (Free Seminar/Conference Listing)

To advertise, email event details (event title, date, city, contact details, website) to: events@acupuncture.org.au

Diary Dates are listed as a free service to AACMA members and to members of the TCM profession. 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.



AACMAC BRISBANE 2017 CONFERENCE TRADE EXHIBITION, SPONSORSHIP AND ADVERTISING

There are many exciting opportunities to promote your company during AACMAC Brisbane (5-7 May 2017). For more information, contact events@acupuncture.org.au, visit www.aacmac.org.au or call 07 3457 1815.



CLASSIFIED BOOKING FORM

ADVERTISER INFORMATION

TITLE Prof Dr Mr Ms Mrs Miss FAMILY NAME GIVEN NAME

ORGANISATION/COMPANY POSITION

PHONE FAX EMAIL

POSTAL ADDRESS

SUBURB/TOWN/CITY STATE POSTCODE

CLASSIFIEDS (rates inc GST)

Member Discount Rate	FREE for up to 50 words	<i>Book</i> <input type="checkbox"/>	Additional words charged at \$1.00 each
General Line Ad Rate	\$50 for up to 50 words	<i>Book</i> <input type="checkbox"/>	Additional words charged at \$1.00 each
Boxed Line Ad Rate	\$65 for up to 50 words	<i>Book</i> <input type="checkbox"/>	Additional words charged at \$1.50 each

Insert classified text below:

IMPORTANT INFORMATION

- Each classified is promoted in the *Jing-Luo* magazine and an online listing (AACMA website & e-news)
- Classifieds will be promoted for three months; after this period the advertisement will be automatically deleted. Should an advertiser wish to repeat the ad, please contact communications@acupuncture.org.au
- Member Discount Rates are only available to members and are strictly for clinic and professional development (non-commercial) purposes.
- General Line Ad rates apply for all commercial advertisements.

SUBMIT YOUR CLASSIFIED BY

Saving PDF and emailing: communications@acupuncture.org.au
Should you have any enquiries contact: 07 3457 1816



EMAIL OUT BOOKING FORM

ADVERTISER INFORMATION

TITLE Prof Dr Mr Ms Mrs Miss FAMILY NAME GIVEN NAME
ORGANISATION/COMPANY POSITION
PHONE FAX EMAIL
POSTAL ADDRESS
SUBURB/TOWN/CITY STATE POSTCODE

EMAIL OUT (rates inc GST)

Event Name:

List three (3) sentences about the event (include main topic & content covered)

Event Date(s): / / & / / Time(s): From: To:
Venue: Name: Address:
Cost: AACMA Members: \$ Students: \$ Non-Members: \$
Event Contact: Name: Phone:
Contact Email:

Event Website:

Distribution: National OR

State-based QLD NSW SEQ/NENSW WA NT VIC ACT TAS SA

All members incl. students All members excl. students Student members only

CPD Points: I wish to apply for AACMA CPE points for this event. YES / NO

IMPORTANT INFORMATION

Quote: 1-2 days from submitting form.

Invoice: 1-2 days from acceptance of quote.

Proof & Email delivery: Up to 5 days from receipt of payment.

SUBMIT YOUR EMAIL OUT BY

Saving PDF and emailing: events@acupuncture.org.au

Should you have any enquiries contact: 07 3457 1815

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.

While every endeavour shall be made to adhere to these time lines, due to unforeseen circumstances delays may occur from time to time.

Email outs are reserved for event/seminar promotion only and for no other purpose.

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 the AACMA magazine 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.
- 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.
- 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 Guidelines.

CANCELLATION POLICY

- 1 Cancellation of advertising within the *Jing-Luo* and *AJACM* will be accepted once the publisher (AACMA) has received written notice from the advertiser prior to the appropriate advertising booking closing date. Any cancellations received after this time, but prior to printing, will attract a cancellation fee of 70% of the total advertisement value. There is no refund for cancellation notified after printing has commenced.
2. Cancellation of Email Out advertising will be accepted once the publisher (AACMA) has received email notice from the advertiser prior to the invoice/payment period. Any cancellations of Email Outs, after invoice and campaign set-up period, will attract a cancellation fee of 70% of the total advertisement value.





A A C M A

ADVERTISE WITH US

Check out
www.acupuncture.org.au
for more advertising
opportunities