

soundeffects

The quarterly publication of the Australian Sonographers Association Ltd

media kit 2010



PO Box 709
Moorabbin VIC 3189
P: 03 9585 2996 F: 03 9585 2331
E: communications@a-s-a.com.au
www.a-s-a.com.au

Welcome

Welcome to **soundeffects**, the quarterly publication of the Australian Sonographers Association Ltd.

soundeffects is circulated to over 2500 members Australia wide and is acknowledged by the ultrasound community as one of the leading publications in the world of sonography. The publication encompasses articles of an educational nature together with news on current issues affecting sonographers and sonography. **soundeffects** is an invaluable forum for the members of the Australian Sonographers Association to share their views and opinions.

soundeffects is a highly valued and widely read publication, with 84% of our members reading 75% or more of each issue, as it achieves a unique balance between education and current affairs.

2010 will see the standard of **soundeffects** improve further as our readership continues to grow.

Tamsin Wilson
Publications Officer

Publishing schedule 2010

Issue	Booking deadline	Material deadline	Inserts deadline	Publication date
Issue 1, 2010	Feb 8	Feb 15	Mar 1	Mar 8
Issue 2, 2010	May 10	May 17	May 31	Jun 7
Issue 3, 2010	Aug 9	Aug 16	Aug 30	Sep 6
Issue 4, 2010	Nov 8	Nov 15	Nov 29	Dec 6

Artwork requirements

Press ready pdfs are preferred

Digital:

Macintosh/IBM

InDesign
Illustrator
Photoshop

Images supplied as hi-resolution 300dpi saved in CMYK. Fonts to be saved as outlines where possible

Inserts:

Advertising using inserts is available to corporate members only, upon application to the Australian Sonographers Association only, and subject to editorial and Board approval. Finished size of inserts to be no more than A4 (297x210mm) size. Advertisers must confirm exact print run numbers and arrange printing and freight to the mailhouse – details upon application.

Advertising rates

	Cost to members	Cost to non-members
black & white		
full page	545	820
two thirds page	410	655
half page	350	525
one third page	275	410
half column	165	245
colour		
double page	2870	3820
full page	1365	1800
inside cover		
front	1635	2185
back	1525	2020
two thirds page	900	1445
half page	870	1145
one third page	600	900
half column	360	540
inserts (per leaf) – Insert advertising upon application only – contact the Publications Officer		
maximum size (A4) single leaf	\$600	– n/a –

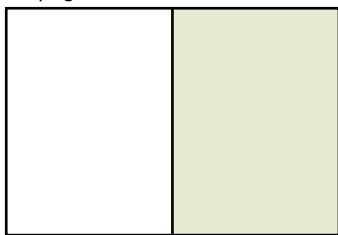
Should you request design work of your ad by the ASA, a cost of \$100 per hour will be incurred.

Please note: all prices are inclusive of 10% GST.

Mechanical specifications

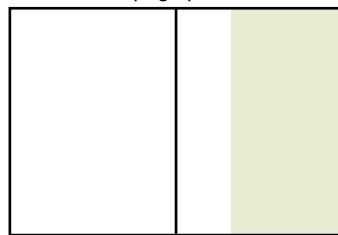
Magazine trim size: 297mm x 210mm

full page



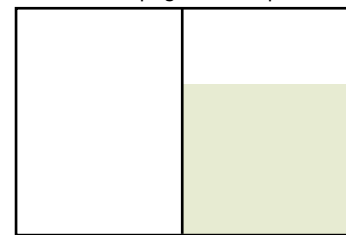
bleed 303 x 216mm wide
trim 297 x 210mm wide
type 277 x 176mm wide

two thirds of page portrait or →



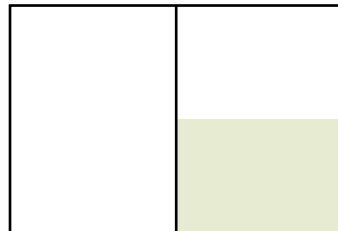
bleed 303 x 136mm wide
trim 297 x 133mm wide
type 228 x 116mm wide

two thirds of page landscape



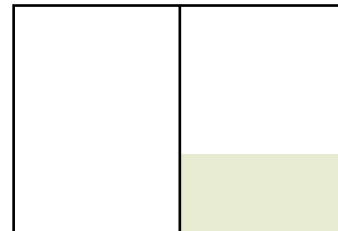
bleed 204 x 216mm wide
trim 198 x 210mm wide
type 152 x 176mm wide

half page



bleed 156 x 216mm wide
trim 148 x 210mm wide
type 128 x 176mm wide

one third of page landscape or →



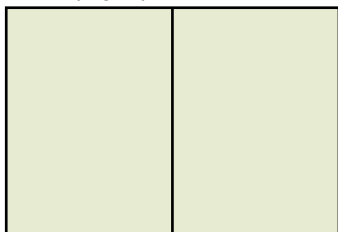
bleed 105 x 216mm wide
trim 99 x 210mm wide
type 79 x 176mm wide

one third of page portrait



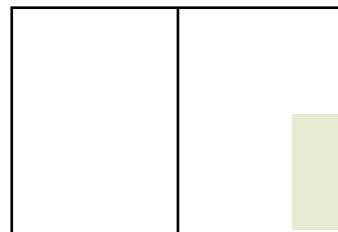
bleed 303 x 76mm wide
trim 297 x 73mm wide
type 277 x 56mm wide

double page spread



bleed 303 x 426mm wide
trim 297 x 420mm wide
type 277 x 400mm wide

half column



bleed no bleed
trim 115 x 73mm wide
type 110 x 56mm wide

Terms and conditions

1. A 20% discount is offered for advertisements placed in four consecutive issues, provided booking and full payment is received prior to first issue.
2. All advertisements and inserts are subject to editorial and Board approval.
3. Any overt costs incurred by the ASA for artwork will be billed to the advertiser.
4. Artwork must conform to the ASA's requirements, and the ASA reserves the right to charge for any additional work that is required in amending the artwork.
5. All advertisements are accepted subject to space being available in the publication.
6. If the advertisement includes any promotion, competition or special offer, the Advertiser must submit the advert or insert along with the full details to the ASA for approval. The ASA reserves the right not to place the advert.
7. The ASA does not guarantee that advertisements will be placed.
8. The placing of advertising implies acceptance of the terms and conditions laid down in this booklet.
9. Space requirements must be submitted on the official **soundeffects** order/booking form.
10. Australian Sonographers Association Ltd reserves the right to reject any advertisement it considers unsuitable for publication.
11. The advertiser and their agent warrants that nothing in the advertising material infringes any Federal, State or Territory law or the rights of any person.
12. Cancellation by an advertiser or agency of any portion of a contract nullifies all rates and/or position protection for the balance of the contract.
13. Placement of an advertisement is subject to approval and is not guaranteed, regardless of whether full payment has been received. If a supplied advertisement has not been accepted, a full refund will be provided.
14. A 50% refund will be granted if written notification of cancellation is received on or before the booking deadline. If notification of cancellation is received after these dates no refunds will be granted.
15. Acceptance of advertising does not necessarily include endorsement of advertised products

Payment

Payment is due within seven days of invoice.

Enquiries & Applications

For further information regarding advertising contact:

Tamsin Wilson
Publications Officer
P: 03 9585 2996
F: 03 9585 2331
E: communications@a-s-a.com.au

rates

Date: _____

Contact name: _____

Company: _____

Please (tick preference) send / email invoice to: _____

Company: _____

Attention: _____

Address: _____

_____ Postcode: _____

Email address: _____

Telephone: _____ Fax: _____

All enquiries to:

Australian Sonographers Association
 Publications Officer
 PO Box 709, Moorabbin, Vic 3189
 P: 03 9585 2996 F: 03 9585 2331
 E: communications@a-s-a.com.au

Issue(s) of insertion (please tick): issue 1, 2010 (Mar) issue 2, 2010 (Jun) issue 3, 2010 (Sep) issue 4, 2010 (Dec)
 issue 1, 2011 (Mar) issue 2, 2011 (Jun) issue 3, 2011 (Sep) issue 4, 2011 (Dec)

Book and pay before 30 Aug to receive 2010 rates

Type of insertion: Advertisement Insert

Material: Supplied by: _____

Advertisement layout and artwork required (additional charge applies - see Media Kit)

I have read and fully accept the Terms & Conditions outlined in the Media Kit. Signed: _____

Date: _____

	Cost to members	Cost to non-members	Indicate number required
black & white			
full page	\$545	\$820	
two thirds page	\$410	\$655	
half page	\$350	\$525	
one third page	\$275	\$410	
half column	\$165	\$245	
colour			
double page	\$2870	\$3820	
full page	\$1365	\$1800	
inside cover			
front	\$1635	\$2185	
back	\$1525	\$2020	
two thirds page	\$900	\$1445	
half page	\$870	\$1145	
one third page	\$600	\$900	
half column	\$360	\$540	
inserts (per leaf) – upon approval only			
maximum size (A4) single leaf	\$350	-n/a-	



Please note: All prices are inclusive of 10% GST and exclusive of agency commission. **Artwork:** Charged at an hourly rate if required.
Discount: Pay in full for four consecutive issues and receive a 20% discount of the standard rate. (Payment must be made prior to publication of the first issue.)
Cancellation: A 50% refund will be granted if written notification of cancellation is received on or before the booking deadline. If notification of cancellation is received after these dates no refunds will be granted.