

## Advertising Rates and Specifications

All prices are inclusive of GST.

TYPE OF ADVERTISING	SIZE	SPECS (WxH)	MEMBERS	NON-MEMBERS
<b>DISPLAY ADVERTISING</b>	Full page	180 x 255	\$220	\$275
	Half page (Horizontal)	180 x 128	\$137.50	\$192.50
	Half page (Vertical)	88 x 255	\$137.50	\$192.50
	Quarter page (Horizontal)	180 x 70	\$ 82.50	\$137.50
	Quarter page (Vertical)	93 x 130	\$ 82.50	\$137.50
<b>CLASSIFIED/LINE ADVERTISING</b>	Minimum 30 words	Max 60 words	\$1.10 per word	\$1.65 per word

**Note:** text such as "half-day/full/weekly" etc., will be counted as separate words and not one.

**Payment:** All Advertising is **PRE-PAID** direct to the AKA office either by cheque, credit card or EFT.

**Note:** Overseas EFT payments incur bank charges which the advertiser must pay on top of ad rate. Tax receipt will be emailed upon receipt of payment.

**EFT DETAILS:** Commonwealth Bank BSB: **063115** Account Number: **10301776** **Reference:** Be sure to write your name, followed by the word **AD** or **ADVERT** (depending on character space). Email or call the AKA office to inform payment has been made.

**Email:** enquiries@aka.asn.au **Telephone:** 03 9898 7406 **FAX** 03 9898 7681.

### WHEN to submit?

#### ISSUE SUBMISSION DATE

Summer 10 November  
Autumn 10 February  
Winter 10 May  
Spring 10 August

#### PUBLICATION DATE

1 December  
1 March  
1 June  
1 September

### HOW to submit?

Email the Editor  
[intouch@aka.asn.au](mailto:intouch@aka.asn.au)

### **FORMAT**

Submit to the Editor [intouch@aka.asn.au](mailto:intouch@aka.asn.au) by email as either **JPG**, **PDF** or **Word doc**. **PREFERABLY high resolution pdf file sometimes called 'press quality.'** Choose a high resolution option rather than a low resolution option when converting the files. Images including logos to be supplied separately as **JPG** and clearly labelled. Email size should not exceed 1MB.

## Specifications for Display Advertising

### **CONTENT MAY INCLUDE**

- Courses, workshops and practice nights, accredited by the AKACAB
- Accommodation for above
- Product/s commonly used by kinesiologists, EXCLUDING dietary supplements, herbs, homoeopathics
- Services by Registered Practitioners and Registered Instructors
- Room/s For Lease, Practitioners Wanted etc.
- Other goods or services approved by the Editor and AKA

### **NON-ACCREDITED ADVERTISING**

- Products and services that are NOT kinesiology related may be published at the discretion of the Editor.
- Non-Accredited Kinesiology courses must include the following statement in their ad: *Note: This course is not AKA accredited and cannot be used towards AKA registration.*
- RTO's/Colleges that are not AKA accredited may not advertise.

## Specifications for Classified (Line) Advertising

**CONTENT** As per Display Advertising.  
Minimum 30 words. Maximum 60 words.

### **FORMAT**

Submit to the Editor [intouch@asn.au](mailto:intouch@asn.au) as an attachment in Word or Pages