



In Touch

Quarterly Magazine of the Australian Kinesiology Association Inc.

Advertising Rates and Specifications

All prices are inclusive of gst.

TYPE OF ADVERTISING	SIZE	SPECS (WxH)	MEMBERS	NON-MEMBERS
DISPLAY ADVERTISING	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
CLASSIFIED/LINE ADVERTISING	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

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.

FORMAT

Submit to the Editor intouch@aka.asn.au by email as either **JPG**, **PDF** or **Word doc**. Images including logos to be supplied separately as **JPG** and clearly labelled. Email size should not exceed 1MB.

Specifications for Classified (Line) Advertising

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

FORMAT

Submit to the Editor intouch@asn.au in the body of an email or word doc.

AKA reserves the right to alter guidelines/specifications without notice.