



ACCV Advertising Pricing & Specifications 2012

Contact

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Your opportunities in 2012

In 2012 ACCV offers a range of advertising opportunities to our Business Partners to assist in increasing your profile throughout the aged care industry. Through promotional opportunities available in our quarterly **ACCViews** magazine, our regular flyer **mail out** and our **website** which is industry's key reference tool for aged care information, ACCV's Business Partners have premium exposure to more than 90 per cent of Victorian aged care providers.

ACCViews

ACCViews is ACCV's quarterly member magazine, featuring in-depth information about a range of current industry topics, with commentary from leading industry representatives. The now 24 page magazine is distributed quarterly to more than 1,000 ACCV member groups in hard copy and online.

The industry's reference magazine

ACCViews is renowned throughout the industry as a key reference publication for everything our readers need to know about the industry. Following face-lift in 2011, the magazine is now a reader-friendly guide with articles featuring relevant information to help our members provide the best care for their clients.

The magazine is widely read by our members, providing a unique opportunity for our Business Partners to promote their services to a targeted audience.

Topics

ACCViews covers all aspects of aged care, including, but not limited to:

- Residential aged care
- Community living
- Rural living
- OH&S and workplace relations
- Financial management
- Lifestyle and leisure
- Food and nutrition
- Training, education and events

Readership

ACCViews has a circulation of more than 1,000 and is constantly expanding to reach a wider audience in the aged care industry.

The magazine is currently received by:

- More than 700 residential aged care facilities in Melbourne and throughout rural Victoria
- A variety of community care services in Melbourne and throughout rural Victoria
- All Bush Nursing Centres and Hospitals throughout the State
- All Victorian Federal and State Parliamentarians and other key stakeholders within the aged care industry

Advertising dimensions

The A4 size magazine offers a range of advertising space dimensions.

Full page	210mm x 297mm
Half page	185mm x 138mm
Quarter page	92mm x 120mm

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Advertising rates

Size	Members (GST inc.)	Non-Members (GST inc.)
Quarter Page	\$400.00	\$540.00
Half Page	\$660.00	\$905.00
Full Page	\$1,110.00	\$1,535.00
Full Back Page	\$1,490.00	\$2,150.00

Discount rates apply of 15% for the booking of three (3) or more insertions.

Annual ACCViews advertising timelines

Quarterly issue	Advertising booking deadlines	Advertising artwork deadlines	Magazine distribution date
Issue 1, Autumn 2012	29 February 2012	7 March 2012	4 April 2012
Issue 2, Winter 2012	23 May 2012	30 May 2012	27 June 2012
Issue 3, Spring 2012	15 August 2012	22 August 2012	26 September 2012
Issue 4, Summer 2012	31 October 2012	7 November 2012	5 December 2012

Please note:

- Advertising space in each edition can be pre-purchased and reserved in advanced for all editions throughout the year. Availability in each edition can therefore not be guaranteed. Please secure your advertising requirements as soon as possible to avoid disappointment.
- All advertisements are subject to approval by the Editor. ACCV reserves the right to accept or reject all material for publication.
- Fees are subject to change without notice.

Artwork specifications

Acceptable file formats for advertising artwork include:

- Adobe InDesign CS5
- Adobe Illustrator EPS
- PDF (Press Ready CMYK)
- High resolution JPEG

General information:

- Please follow the specified size for the item you have booked.
- Advertisers will not receive access to view the positioned artwork prior to publication and changes cannot be made to artwork. Please ensure artwork is finalised upon issue to ACCV.
- Do not place important text within 5mm of edge of document.
- Include 3mm bleed on all artwork.
- Include crop marks offset by 3mm.
- Files will be accepted only via DVD, CD or email.
- Maximum email file size is 5MB. If your email exceeds this size please provide via DVD or CD.

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ACCV Mail out

To ensure all Members are kept up to date with the latest industry information, services and offers, ACCV distributes a regular mail out to more than 900 Member facilities and key stakeholders across Victoria. All ACCV Business Partners are offered the opportunity to include up to one A4 page of promotional material in a maximum of four (4) mail outs during 2012.

Document specifications

- 1,000 copies required
- One A4 sheet size maximum (may be double-sided) **OR** One folded DL size brochure (three-panel only, may be double-sided)

Material must be able to be fed through standard mail sorting machines. ACCV takes no responsibility for material that is unable to be fed through mail sorting machines.

2012 mail out schedule

Mail out insert required by	Mail out distribution date
15 February 2012	22 February 2012
28 March 2012	4 April 2012
9 May 2012	16 May 2012
20 June 2012	27 June 2012
15 August 2012	22 August 2012
19 September 2012	26 September 2012
31 October 2012	7 November 2012
28 November 2012	5 December 2012

Inclusion and contact

To have promotional material included in any ACCV Member mail out in 2012, please register your interest and date preferences with ACCV Membership & Communications Officer, Rhys Davies on (03) 9805 9400 or email communications@accv.com.au

Please deliver mail out materials to:

Rhys Davies, Membership & Communications Officer
Aged & Community Care Victoria
Level 7 / 71 Queens Road, Melbourne Victoria 3004

ACCV website

The ACCV website www.accv.com.au is the reference tool for ACCV members and the broader public. It is a state-of-the-art user-friendly, interactive tool and key point of reference for aged care information.

With Members driven to the website on a regular basis through ACCV's range of communications mediums, traffic to the site is constant and provides a valuable opportunity for Business Partners to maximise their exposure to ACCV Members.

All Business Partners are able to publicise their contact details as part of your annual membership subscription in the special 'Business Partners' section which can be accessed directly from the homepage.

To update your existing details, or have your organisation's contact details and logo added to the website at no extra cost, please send the below information, along with a high resolution logo (JPEG format preferable) to communications@accv.com.au

- A description of your organisation and the service you provide (maximum 50 words); and
- Your Business name / Address / Phone / Fax / Mobile / Email / Website address.

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