

Cross Section Advertising Kit

2016

*Guidelines and Booking Form for
advertising in the WA Occupational
Therapy Association Newsletter*

About

“**Cross Section**” is the official monthly newsletter published by the WA Occupational Therapy Association (WAOTA) representing Occupational Therapists state wide. The newsletter aims to provide association members with current up to date information about association services, professional development, and local, national and international news that is relevant to the Occupational Therapy (OT) profession. Advertising in the Cross Section is an opportunity to reach OTs throughout WA; it is distributed to over 400 OTs both in the private and public sectors.

The monthly publication of the Cross Section is 16 to 20 pages in length, comes in A4 format and is landscape orientation. Distribution is monthly except for January, and the Association aims to have it mailed out to OTs in the first week of the month. Submissions for the newsletter including advertisements need to be received by the WAOTA office (info@waota.com.au) on or before the 15th of each month.

Terms and Conditions:

- WAOTA reserves the right to refuse any advertisement for any reason.
- Acceptance of advertisements does not imply that WAOTA endorses the product or service being advertised.
- Payment must be made prior to the advertisement being included in the newsletter and must be received prior to the submission deadline, 15th of the month.
- WAOTA does not take responsibility for poor resolution of advertisement graphics or photos; it is the responsibility of the advertiser to make sure specifications are adhered to.
- The advertiser is responsible for their artwork and that advertisement content complies with WA law and is submitted in “print ready format”.
- When advertising in multiple editions of the newsletter, the advertisement must remain unchanged from one edition to the next, then a discount can be applied. For an advertisement where changes are made from one edition to the next, the single month rate is applied.
- Cancellation of an advertisement after the submission deadline will incur a 100% cancellation fee of the advertised rate.
- If the advertisement is received after the submission deadline but before the newsletter goes to print, the Newsletter Editing Committee makes a judgement whether to include it or hold it over to the following newsletter. The advertiser will be informed.

Contact Details:

WA Occupational Therapy Association Suite 4A, 266 Hay Street, Subiaco WA 6008

T: (08) 9388 1490 **F:** (08) 9388 1492 **E:** info@waota.com.au **W:** www.waota.com.au

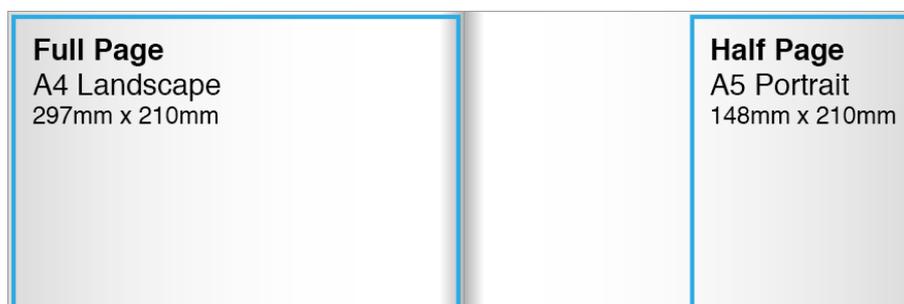
Advertising Rates

Size	One month	Three months (price per issue)	Six months (price per issue)	Eleven months (price per issue)
Full Page	\$420.00	\$399.00	\$378.00	\$357.00
Half Page	\$231.00	\$219.00	\$208.00	\$196.00
* Preferred positioning within Newsletter				
Full Page	\$462.00	\$439.00	\$416.00	\$393.00
Half Page	\$254.00	\$241.00	\$229.00	\$216.00
** Loose Insert	\$325.00	\$309.00	\$292.00	\$276.00
Classified Advertising				
***14 Lines	\$60.00	\$57.00	\$54.00	\$51.00

Note: WAOTA Members receive a 10% discount on advertising rates.

- * **Preferred positioning:** Advertiser is able to choose page for advertisement excluding pages 1, 2 and Back page. Additional cost of 10% loading will apply.
- ** **Loose Insert:** A4 sheet to be added to the newsletter but inserted separately, Insert to be provided by the advertiser.
- *** **Classified Advertising:** Maximum of 14 lines with approximately 5 words per line (an eighth of a page below the page title). The advert will be placed in the WAOTA Noticeboard section.

Advertising Sizes:



Artwork Specifications:

- All finished artwork is to be supplied in high resolution print ready PDF or JPG files.
- Prior to sending your PDF/JPG please ensure:
 - o Size of advertisement is exact
 - o All images in file are 300dpi at correct size
 - o Files are supplied as CMYK process
 - o If PDF file is over 5MB please send your file through a file transfer service such as wettransfer.com or hightail.com (a free service for single files up to 100MB)
- No responsibility will be taken for problems resulting from incorrectly supplied files.
- Submission deadline is 15th of each month.
- Once proofed and checked, please send your file via email to info@waota.com.au.

Cross Section Advertising Booking Form 2016

This form is to be used for booking advertisements, inserts or flyers. Please return by 15th of the month via email (*info@waota.com.au*), fax (*08 9388 1492*) or post (*Suite 4A, 266 Hay Street, Subiaco, WA 6008*). Advertisements are subject to terms and conditions outlined in the Advertising Kit 2016.

Advertiser's Name: _____

Contact Person: _____

Address: _____

Phone No: _____ Email: _____

Start date (*month of issue*) of advertisement, insert or flyer: _____

Use the table below to select the size and length of time for your advertisement, insert or flyer (**tick one box**).

Size	One month	Three months (price per issue)	Six months (price per issue)	Eleven months (price per issue)
Full Page	<input type="checkbox"/> \$420.00	<input type="checkbox"/> \$399.00	<input type="checkbox"/> \$378.00	<input type="checkbox"/> \$357.00
Half Page	<input type="checkbox"/> \$231.00	<input type="checkbox"/> \$219.00	<input type="checkbox"/> \$208.00	<input type="checkbox"/> \$196.00
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** Loose Insert	<input type="checkbox"/> \$325.00	<input type="checkbox"/> \$309.00	<input type="checkbox"/> \$292.00	<input type="checkbox"/> \$276.00
Classified Advertising				
***14 Lines	<input type="checkbox"/> \$60.00	<input type="checkbox"/> \$57.00	<input type="checkbox"/> \$54.00	<input type="checkbox"/> \$51.00

Total amount due: \$ _____

Payment Details: (*Payment details must be provided for the booking to be accepted*)

Method of payment: Cheque / Money Order

Bank deposit (*BSB: 036 051 Account: 431913
Name: WA Occupational Therapy Association*)

Credit Card - Following is authority to debit my
Visa / MasterCard

Card Holder Name: _____

Card Number: ____ / ____ / ____ / ____

Card Expiry: __ / __

Signature: _____