

JOURNAL OF THE AUSTRALIAN ASSOCIATION OF

MASSAGE *Therapists*

2012-2013 ADVERTISING INFORMATION



Massage Therapists has a wide and varied readership that includes massage and remedial therapists, allied health professionals, students and others interested in complementary health. It has a print run of approximately 7,800 and a pass-on readership of more than 21,000 clients, patients and students of our members.

Massage Therapists provides an ideal opportunity for advertisers to reach a large audience of people interested in the massage and complementary health industry.

Contact details

Advertising enquiries:
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ADVERTISING DEADLINES

AAMT Spring 2012

Advertising booking deadline	6 July 2012
Advertising material due	12 July 2012

AAMT Summer 2012

Advertising booking deadline	11 October 2012
Advertising material due	18 October 2012

AAMT Autumn 2013

Advertising booking deadline	30 January 2013
Advertising material due	7 February 2013

AAMT Winter 2013

Advertising booking deadline	11 March 2013
Advertising material due	23 March 2013

ADVERTISING RATES (ALL RATES INCLUDE GST.)

Size	Casual	<p>Discounts apply for multiple bookings!</p> <p>2 issues: 2.5%</p> <p>3 issues: 3.5%</p> <p>4 issues: 5%</p>
Full page	\$1,260	
Back page full colour	\$3,300	
Inside cover full colour	\$1,980	
Half page	\$660	
Third page	\$490	
Quarter page	\$425	
Inserts†	\$1,500	

Preferred placement loading: plus 10% † Provided by the advertiser.



Booking information

SPECIAL OFFERS

- **AAMT Membership:** Supply your 5 digit Membership number to receive 20% discount off the casual rate.
- **Multiple bookings discount:** AAMT would like to help maximise your investment, so if you book for two, three or four issues you will receive discounts off the casual rate. Simply indicate the number of issues you want to book for on the booking form overleaf. You will be billed per issue and may change your advertising material for each issue if you wish. Discounts: 2 issues - 2.5%, 3 issues - 3.5%, 4 issues - 5%.
- **Schools and approved educators:** schools and approved educators advertising courses or workshops receive 10% discount.

ADVERTISING ARTWORK SPECIFICATIONS

QUARTER PAGE: 88mm wide x 115mm high

THIRD PAGE: 183mm wide x 70mm high

HALF PAGE: 183mm wide x 115mm high

FULL PAGE: 210mm wide x 275 high

All artwork must be supplied in digital format. High resolution PDF is our preferred option (see below for details).

Artwork may be provided in two ways:

- on CD with accompanying colour proof, OR
- via email (if under 5Mb in size) to our designer Nick Richards: nick.privaro@optusnet.com.au

PDF FILES

If you are using your own Acrobat distiller settings, please ensure that you adhere to the following:

- PDFs must be supplied in high resolution. Choose 'Press Optimised' option in distiller or select 'maximum' quality in compression option.
- Select 300 dpi as your target resolution for colour and greyscale images. Select 2400 dpi for monochrome images.
- Files to be output in CMYK (RGB images and any Pantone colours must be converted into CMYK).
- All fonts must be embedded into the document.
- If supplying ads with bleed, ensure crop marks are included on the pdf with 3mm bleed on all relevant sides.

EPS OR TIFF FILES

Please ensure:

- All type is converted to paths/outlines.
- All images are embedded at 300dpi for CMYK and greyscale, and 600dpi for monochrome.
- All Pantone colours are converted to CMYK.

FILE FORMATS NOT ACCEPTED

Microsoft Word, Publisher, Powerpoint.

Confirmation of Advertising Booking

Name of Advertiser: _____

Address: _____

Postal address: _____

Tel: _____ Fax: _____

Email: _____

Contact name: _____

AAMT Membership No: _____

PAYMENT DETAILS

Payment method:

Invoice Visa Mastercard Cheque

(Cheque made payable to: Australian Association Massage Therapy Ltd ABN 70 104 153 460)

Amount: \$ _____

Card Number:

Authorisation No. (The last three digits on the back of your card.)

Name on Card _____ Expiry _____

Signature _____

ISSUES

Spring 12 Summer 12 Autumn 13 Winter 13

Spring 13 Summer 13 Autumn 14 Autumn 14

Size: _____

No. of issues _____ Cost per issue: \$ _____

Multiple Bookings Discount: _____ % (If applicable)

Less Member Discount 20%: \$ _____

TOTAL Cost per issue: \$ _____

Purchase Order Number (If applicable): _____

Acceptance conditions:

Rates are net on a monthly account. The publisher reserves the right to accept or reject advertising material. Advertisers are advised to meet the requirements of the Trade Practices Act and the regulations of the bodies governing advertising in each state/ country. If material is booked, but not supplied by the due dates, charges for space will still apply in full. The publisher is not liable for any consequences arising out of failure of an advertisement to appear.

If the material provided does not meet with the specifications I will agree to accept any extra cost incurred as a result.

I hereby authorise the placement of the above advertising as specified. I am aware that this is subject to the terms and conditions stated above. I understand that a cancellation of this order will not be accepted after the advertising booking deadline for the issue/s booked.

Name (please print): _____

Signed: _____

Date: _____

NB: Please record your confirmation of the above advertising details and your acceptance of the terms and conditions of advertising in AAMT Massage Therapists Journal, by completing the above details, including signature and date, and fax to 03 9867 3514 or post to Matheson Publishing, PO Box 695 South Yarra Vic 3141, or scan and email to sally@mathesonpublishing.com.au