

Advertising Opportunities



OVERVIEW

Advertising with ACCYPN provides opportunity to advertise to a targeted audience of children and young people's nurses. ACCYPN has a membership of over 600 nurses who work across acute and community settings with children and young people.

All advertising will need to meet the guidelines set down in the ACCYPN Industry Sponsorship and Advertising Statement: <http://www.accypn.org.au/wp-content/uploads/071110-POSITION-STATEMENT-Industry-Sponsorship-and-Advertising.pdf>.

OPPORTUNITIES

Bi-Monthly Newsletter (February / April / June / August / October / December)

The link for this is on the home page of the ACCYPN website (www.accypn.org.au) and remains there for a two (2) month period, available for public access. The newsletter is then archived in the Member's Only area.

Advertising rates per issue:

Size	Excluding GST	Including GST
Full A4 Page Portrait orientation (296mm high x 210mm wide)	\$700.00	\$770.00
Half A4 Page Horizontal orientation (148mm high x 210mm wide)	\$350.00	\$385.00

Ad Specs: Press ready PDF or JPG/TIFF - 300dpi at 100% (CMYK colour - No bleeds required)

Alternatively we can put you in touch with our designer to create an ad for you (any associated costs will be payable by your Company).

Publication Due Dates: 15th of the month prior to Newsletter release.

Web Page Banner

ACCYPN website provides relevant and current information for children and young people's nurses (www.accypn.org.au). Your Web Page Banner can be formatted to include a hyperlink to your website (you provide web page address).

Web Traffic: Average of 1300 visitors per month.

Advertising Rates

Duration of advertisement	Excluding GST	Including GST
One (1) month	\$200.00	\$220.00
Three (3) months	\$550.00	\$605.00

Advertising Specifications: JPEG - 300 pixel wide x 250 pixel high AND 1252 pixel wide x 1039 pixel high.

On-line Educational Events (Webcasts)

ACCYPN has provided members with on-line learning opportunities by creating webcasts of various educational events. Examples can be found on the ACCYPN website (www.accypn.org.au) and following links to Professional Development / Online Learning.

Your company exposure for this would be:

1. Acknowledgement on all promotional material
2. Banner on the actual webcast that stays with the webcast for a two (2) year period.
3. This opportunity will exist when ACCYPN is developing a webcast. Please complete the Advertising Booking Form (EOI component) and you will be notified as opportunities arise.

Advertising Rate	Excluding GST	Including GST
	\$400.00 / hour or part thereof	\$440.00 / hour or part thereof

INTERESTED?

- Email to the ACCYPN Secretariat (info@accypn.org.au) with "ACCYPN Advertising" in the subject line to request any additional information. .
- Complete attached ACCYPN Advertising Booking Form.
- Submission formats are as per individual listings and prices.
- The ACCYPN Board of Directors will approve all advertising.

Advertising Booking Form



Please complete this form and return to:

Fax: 07 3319 6094 Email: info@accypn.org.au or Post: ACCYPN PO Box 7112, Canberra BC, ACT, 2610

CONTACT INFORMATION (please use CAPITAL letters and print clearly)

Title	Surname	First Name
Organisation / Company		Position
Postal Address		
Suburb	State	Postcode
Contact Phone	<input type="checkbox"/> Work	<input type="checkbox"/> Mobile
Email		

ADVERTISING OPTIONS (All prices INCLUDE GST)

Bi-Monthly Newsletter per issue	Web Page Banner	On-line Educational Events (Webcasts)
Full A4 Page Ad <input type="checkbox"/> \$770.00	One (1) month <input type="checkbox"/> \$220.00	<input type="checkbox"/> Expression of Interest
Half A4 Page Ad <input type="checkbox"/> \$385.00	Three (3) months <input type="checkbox"/> \$605.00	Please update me when developing next Webcast (\$440.00 / hour or part thereof)

Additional information (ie, number of Newsletter issues / months requested): _____

PAYMENT DETAILS

A confirmation letter and Tax Invoice will be forwarded to you upon receipt and processing of this form. Chosen advertising option will not take effect until full payment received.

I WISH TO PAY \$_____ via the following method:

- I require a Tax Invoice prior to processing payment
- CHEQUE / MONEY ORDER – made payable to Australian College of Children and Young People's Nurses
- DIRECT DEPOSIT (Please fax or email a remittance. Please include your Surname as a Payment Reference when depositing)
- A/C NAME: Australian College of Children and Young People's Nurses Bank: Westpac BSB: 034-054 A/C # 235695
- CREDIT CARD Visa Mastercard

Card Number: / / / Expiry Date: /

Cardholders Name: Signature:

TERMS & CONDITIONS

Cancellation after Booking Form completed will incur a cancellation fee equal to the 100% of the Advertising Fee.