IN TOUCH MAGAZINE

Quarterly Magazine
Australian Kinesiology Association Inc.

SPECIFICATIONS FOR ADVERTISEMENTS

Advertising Rates and Specifications

All prices are inclusive of GST.

TYPE OF ADVERTISING	SIZE	SPECS (w x h)	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 ADVERTISING:	Minimum 30 words Max 60 words		$1.10 per word	$1.65 per word

*Text such as “half-day/full/weekly” etc. will be counted as separate words, not one word.

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 advertising 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**
Email or call the AKA office to inform payment has been made: enquiries@aka.asn.au ph**:** 03 9898 7406
Email payment receipt to editor: intouch@aka.asn.au

ISSUE SUBMISSION DATE	PUBLICATION DATE
Summer 10 November	1 December
Autumn 10 February	1 March
Winter 10 May	1 June
Spring 10 August	1 September

FORMAT
Submit to the editor via Dropbox or email intouch@aka.asn.au in **JPG, PDF** or **Word doc**.
PREFERABLY high resolution pdf file sometimes called 'press quality.
Choose a high resolution option rather than a low resolution option when converting files.
Images including logos to be supplied separately as **JPG** and clearly labelled. Email size should not exceed 1MB.

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.

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