

ADVERTISE with Diabetes SA

2010 Advertising Rates



INSIDE THIS ISSUE:

- The Great Australian Join in with food, friends and FUNDraising!
- Kids Camp 2008 Kids With Diabetes
- New Education Planner
- Once Only Event Invitation to see Allan Bolton
- Latest Update on the NDSS

LIGHTEN UP SA
and win a 14 day cruise!
Cruiseabout & Royal Caribbean Bumside

MEET CHELSEA
one of five winners in our Christmas Card Design Comp.

Wishing you a Happy and Healthy Festive Season!

INSIDE THIS ISSUE:

- > Kid's with Diabetes Design Competition
- > Current Fundraising
- > Lighten Up SA - WIN a 14 day cruise!
- > Upcoming Events
- > NDSS - Latest Update

FOR ADVERTISING ENQUIRIES

Contact
Amber Matson
phone 08 8354 5809

ADVERTISING WITH DIABETES SA

HISTORY

The Diabetic Association of South Australia Incorporated was established in the early 1950s with the purpose of supporting people with diabetes. The Association held its inaugural meeting on the 20th July 1953 and later incorporated under the Associations Incorporated Act on 21st May 1965. Whilst the Association is member based, its reach extends well beyond its supporting constituency to all people with diabetes.

WHY ADVERTISE WITH US?

Diabetes SA connects you to the South Australian health aware community through our high quality online and print communications.

Living is our quarterly 12 page glossy magazine published by Diabetes SA, featuring health and lifestyle articles on topics such as:

- Education Programs & Initiatives
- Physical Activity & Exercise
- Weight Management
- Nutrition & Healthy Eating
- Real Life Stories
- Events
- Advocacy
- Health & Well Being
- Travelling with Diabetes



OUR READERS

Member types

type 1	10%
type 2	82%
Other	8%

Location of Members

Adelaide Metro	45%
Regional SA	55%

Metropolitan areas

North	35%
South	27%
East	18%
West	14%

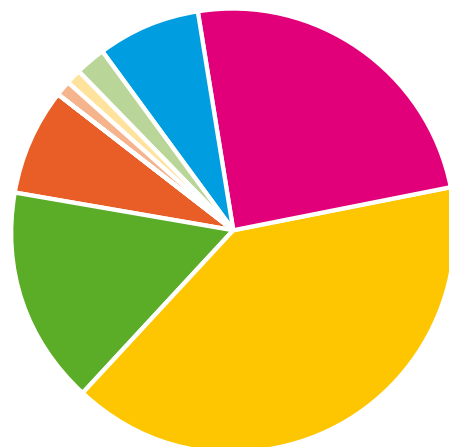
Age of Members

0 - 20 years	0.1%
20 - 30 years	1.5%
30 - 40 years	1.5%
40 - 50 years	3%
50 - 60 years	10%
60 - 70 years	32%
70 - 80 years	53%
80 - 90 years	21%
90+ years	10%

Link your business to over 30,000 people with diabetes and an extended readership

Age distribution of our Members

- 20 - 30 years
- 30 - 40 years
- 40 - 50 years
- 50 - 60 years
- 60 - 70 years
- 70 - 80 years
- 80 - 90 years
- 90+ years



RATES AND DEADLINES

ADVERTISING RATES

Advertise in 4 issues of Living magazine and you will be given a discounted price on each edition.

	1 Issue	4 Issues
Full Page	\$1,600	\$1,500
1/2 Page	\$900	\$825
1/3 Page	\$650	\$600
1/4 Page	\$495	\$450
Preferred Position Loading		add 15%
Back Page		add 10%

Please Note: Above prices indicate cost per edition and include GST

Book for
4 Issues and
SAVE

Diabetes - Fast Facts

- Diabetes is the world's fastest growing chronic disease
- One Australian is diagnosed with Diabetes every 7 minutes
- Diabetes costs the Australian economy up to \$5 billion a year
- type 1 diabetes is one of the most common chronic diseases in Australian children
- Diabetes is among the top ten leading causes of death among Australians
- Diabetes is the most common cause of blindness in people under the age of 60
- Diabetes is the most common cause of kidney failure
- 70% of all lower limb amputations occur in people with diabetes
- In South Australia, there is a 3% increase of type 1 diabetes cases in children every year.
- Diabetes is 30% more common in some Aboriginal communities.
- For more information on diabetes, visit our website www.diabetessa.com.au

SUBMISSION DEADLINES 2010

Edition	Booking	Artwork	Insert	Distribution
Autumn	February 5	February 19	March 19	March 29
Winter	April 16	April 30	May 28	June 7
Spring	July 9	July 23	August 20	August 30
Summer	October 1	October 15	November 12	November 22

INSERT RATES

A4 Insert	\$1,840	for 30,000
A5 Insert	\$2,020	for 30,000
DL Insert	\$2,140	for 30,000

Please Note: Above prices indicate cost per edition and include GST

The above insert rates do not include printing costs. Diabetes SA presumes you will supply printed material unless otherwise negotiated. All inserts must be approved by Diabetes SA prior to inclusion.

CUSTOM DESIGN RATES

Diabetes SA can provide you with the design of your adverts. Rates below indicate the design cost per edition for new artwork. Please note that custom artwork generated by Diabetes SA can only be used within Diabetes SA publications, unless otherwise negotiated.

	1 Issue	4 Issues
Full Page	\$750	\$700
1/2 Page	\$450	\$400
1/3 Page	\$400	\$350
1/4 Page	\$350	\$300

Please Note: Above prices indicate cost per edition and include GST

All final content to be included in your advert design must be supplied by the dates outlined below. Text content to be supplied electronically, including any imagery to be used in high resolution (as per production specifications on next page).

Custom Design content deadlines

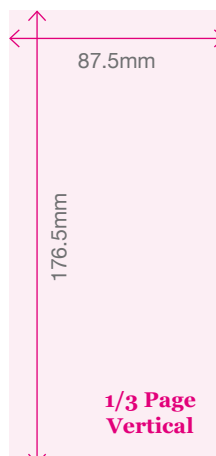
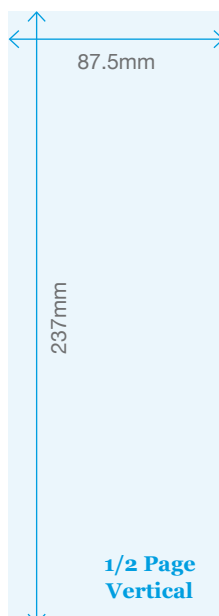
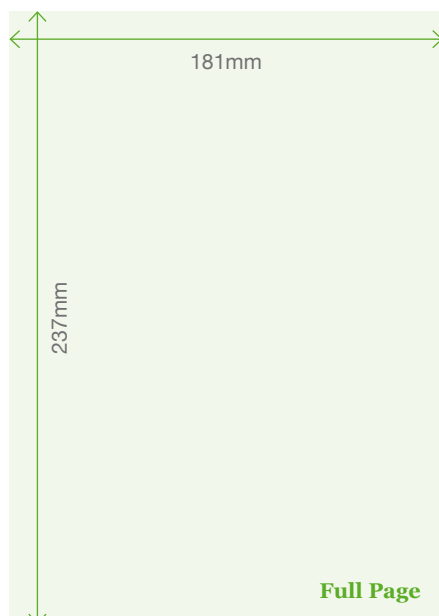
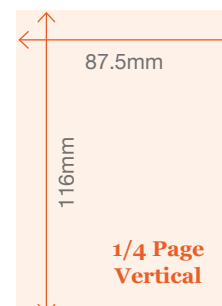
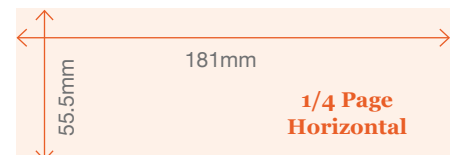
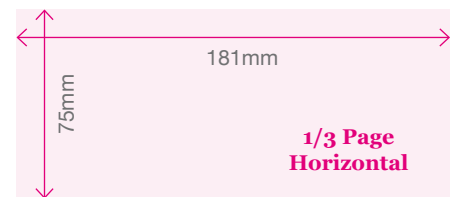
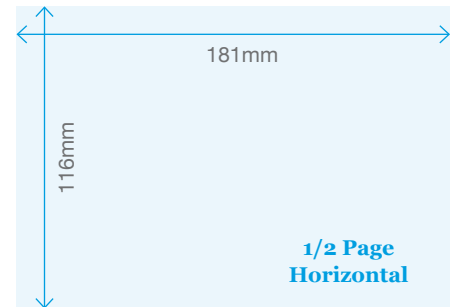
Autumn	February 12
Winter	April 23
Spring	July 16
Summer	October 8



PRODUCTION AND SUPPLY

ADVERTISING SIZES

Full Page	181(w) x 237(h) mm
1/2 Page - Horizontal	181(w) x 116(h) mm
1/2 Page - Vertical	87.5(w) x 237(h) mm
1/3 Page - Horizontal	181(w) x 75(h) mm
1/3 Page - Vertical	87.5(w) x 176.5(h) mm
1/4 Page - Horizontal	181(w) x 55.5(h) mm
1/4 Page - Vertical	87.5(w) x 116(h) mm



PRODUCTION

The Living Magazine is produced within a Macintosh environment. Material must be supplied in Macintosh CMYK compatible formats. Artwork can be supplied via CD or email.

Colours

Files must be supplied with all colours converted to CMYK format.

Resolution

All images included in the adverts must be 300dpi at 100%.

Proofs

Please supply a full colour printed proof along with the final artwork. Otherwise Diabetes SA can not guarantee correct reproduction.

Format

Please supply final artwork in high resolution (300dpi) .pdf, .jpeg or .tiff format.

SUPPLY

Please send final artwork to:

Amber Matson

phone 08 8354 5809

email amber@diabetessa.com.au

post

Attn: Amber Matson

Diabetes SA

GPO Box 1930

Adelaide SA 5001



ADVERTISING BOOKING FORM

YOUR DETAILS

Today's Date / /

Mr / Mrs / Ms / Miss

Organisation First Name Surname

Address

Phone

Fax Business Hours Mobile

Email address

I have read and agree to the Terms & Conditions of advertising with Diabetes SA

Authorising Name Signature

RETURN TO

Amber Matson

Publications Officer

fax 08 8234 2013

email amber@diabetessa.com.au

post

Attn: Amber Matson

Diabetes SA

GPO Box 1930

Adelaide SA 5001

LIVING 2010 EDITION

Autumn

Winter

Spring

Summer

ADVERTISING RATES

Please indicate with a with which option you would like to proceed

	Casual	4 Issues
Full Page	<input type="checkbox"/> \$1,600	<input type="checkbox"/> \$1,500
1/2 Page	<input type="checkbox"/> \$900	<input type="checkbox"/> \$825
1/3 Page	<input type="checkbox"/> \$650	<input type="checkbox"/> \$600
1/4 Page	<input type="checkbox"/> \$495	<input type="checkbox"/> \$450

Preferred Position add 15%

Back Page add 10%

Sub Total Advertising Rates \$

Please Note: Above prices indicate cost per edition and include GST

INSERT RATES

A4 Insert \$1,837 for 30,000

A5 Insert \$2,014 for 30,000

DL Insert \$2,137 for 30,000

Sub Total Insert Rates \$

Please Note: Above prices indicate cost per edition and include GST

CUSTOM DESIGN RATES

	1 Issue	4 Issues
Full Page	<input type="checkbox"/> \$750	<input type="checkbox"/> \$700
1/2 Page	<input type="checkbox"/> \$450	<input type="checkbox"/> \$400
1/3 Page	<input type="checkbox"/> \$400	<input type="checkbox"/> \$350
1/4 Page	<input type="checkbox"/> \$350	<input type="checkbox"/> \$300

Sub Total Custom Design Rates \$

Please Note: Above prices indicate cost per edition and include GST

TOTAL \$

Please Note: Above prices indicate cost per edition and include GST



TERMS & CONDITIONS

Material Despatch and File Size

Electronic files that do not exceed 4MB can be emailed to:
amber@diabetessa.com.au

If artwork is emailed, a colour or mono printout must be posted to Diabetes SA. Any individual file/image that is greater than 4MB in size should not be emailed. These files should be burnt to CD and posted to Diabetes SA.

Inserts

All inserts are subject to the Editor's approval prior to acceptance. Please submit draft by artwork deadline as stated previously and the final form must be received at Diabetes SA's nominated mailing house no later than 2 weeks prior to the distribution date.

General Policy

If proofs are not supplied, the publisher will not be responsible for colour reproduction. Advertising materials will be kept for one year from the last date published.

Diabetes SA reserves the right to decline at any time any advertising or editorial content deemed inappropriate or not in the interest of its members. Advertisers agree to accept responsibility for any claims or actions based on or arising out of anything contained in the advertisement, or the unauthorised use of a person's name or photograph, or of a sketch, map, works, labels, trademarks or copyrighted matter or libellous statement in connection with advertising purchased according to the terms of this schedule.

Production materials will be returned only on request. Materials not requested within three months of publication will not be retained.

Terms & Conditions

All rates are subject to change without notice. All rates are GST inclusive. Graphic design services are available for a fee.

Cancellations

Ad cancellation will not be accepted after the booking deadline dates. Any cancellation received after the deadline will be charged at the full fee or the publisher reserves the right to repeat any previous advertisement of the same size from the advertiser.

Non Receipt of Material

We have an obligation to you and others to deliver the magazine on time, therefore material must be received by the close of business on the material deadline.

Indemnity

The publisher accepts no responsibility for typesetting/artwork done by a third party on behalf of the advertiser. If the publisher designs or amends advertiser material, a proof of the finished artwork will be made available for approval before printing. The publisher reserves the right to cancel any material deemed inappropriate.

Because of the ethical and product standards under which we operate, there are some organisations from whom we cannot accept advertising. These editorial decisions will be made by the Editor.

Payment Terms

Payment of advertising is required within 30 days of publication. First time advertisers must pay in advance.