

amt

in good hands

the journal of the association of massage therapists ltd

Advertising Specifications

2017



Association of Massage Therapists Ltd
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www.amt.org.au

Specifications for the production of advertisements

- Ads should be submitted as 2 separate PDFs:
 - 1 x low-resolution (72dpi) full colour
 - 1 x high-resolution (300dpi) mono
- We do not accept ads in original format (eg: InDesign, Word files). A \$130 design and typesetting fee applies to ads not submitted in an acceptable format.
- Please outline all fonts and use images no less than 200 dpi in your PDF.
- All files must be supplied BEFORE deadline.

Ad deadlines for 2017

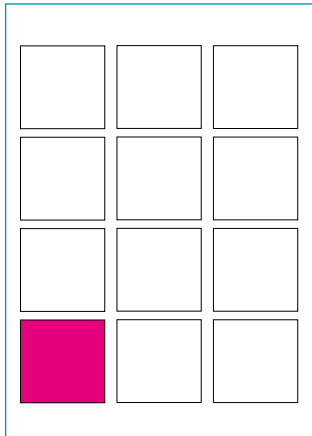
JOURNAL EDITION	ADVERTISING DEADLINE
March 2017	1st February 2017
June 2017	1st May 2017
September 2017	1st August 2017
December 2017	1st November 2017

PRINT RUN

1500 printed and 1900 emailed

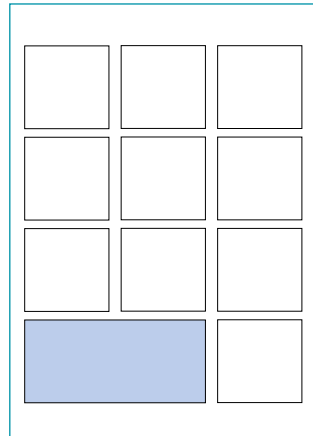
The Journal is serviced to over 100 Registered Training Organisations (RTOs) across Australia.

Ad module sizes and costs



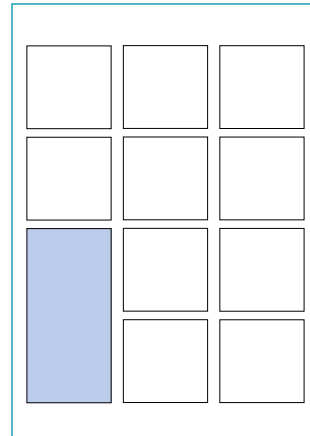
1M

Members: \$88
Non-members: \$110



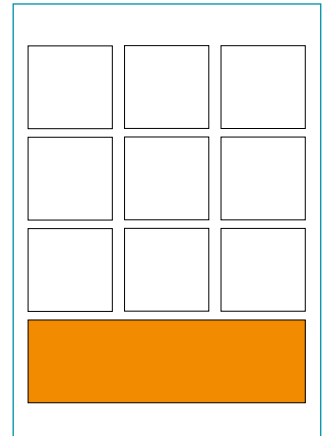
2MW

Members: \$143
Non-members: \$176



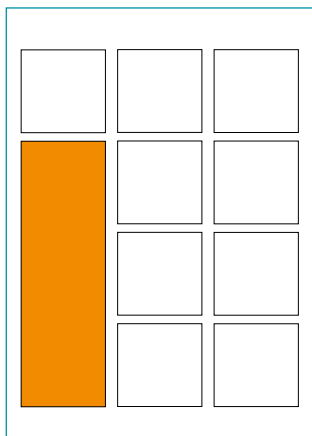
2MH

Members: \$143
Non-members: \$176



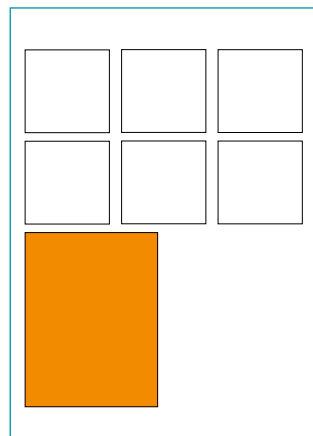
3MW

Members: \$198
Non-members: \$242



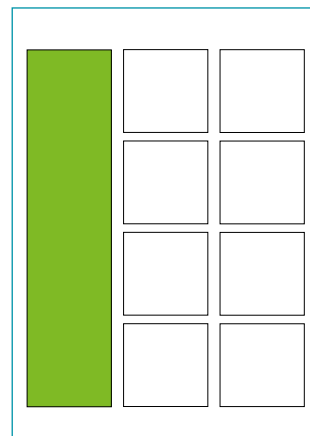
3MH

Members: \$198
Non-members: \$242



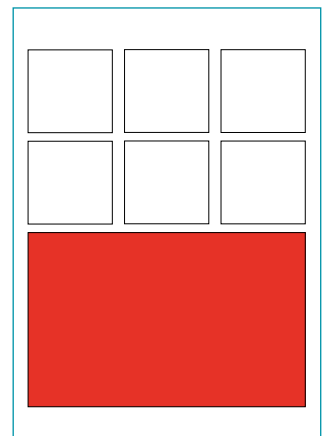
Quarter Page Module

Members: \$198
Non-members: \$242



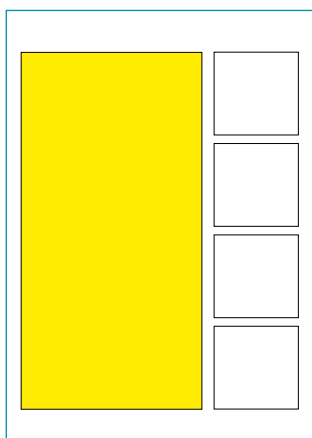
4MH

Members: \$209
Non-members: \$253



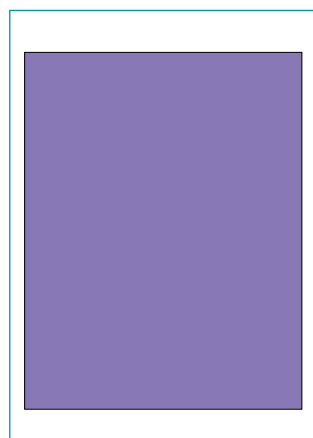
6M

Members: \$319
Non-members: \$385



8M

Members: \$374
Non-members: \$451



12M

Members: \$451
Non-members: \$561

INSERTS (Prices are based on a single A4 page. Other formats/sizes, prices subject to negotiation.)

Members	Non-members
\$880.00	\$1100.00

CONTINUITY DISCOUNTS

Advertise in each edition for a full year and receive a 10% discount, book two issues and receive a discount of 5%, or three issues and receive a 7.5% discount.

Continuity discounts do not apply on top of the member discount.

All prices quoted include a 10% GST.

Ad module dimensions (height x width)

1M..... 57mm x 58mm

2MW..... 57mm x 124mm

2MH 119.5mm x 58mm

3MW..... 57mm x 190mm

3MH 182mm x 58mm

Quarter Page Module..... 119.5mm x 91mm

4MH 244.5mm x 58mm

6M (half page)..... 119.5mm x 190mm

8MH 244.5mm x 124mm

12M (full page)..... 244.5mm x 190mm

Contact details

Enquiries and bookings

Email: advertising@amt.org.au

Phone: 02 9211 2441