



## Australian Homoeopathic Association Inc.

ARBN 077 464 101 • ABN 94 077 464 101  
PO Box 7108, Toowoomba South, Qld 4350 • (07) 4636 5081 • admin@homeopathyoz.org

### ADVERTISING PRICE SCHEDULE National Newsletter & Similia - (as at December 2012)

AHA has two publications, the National Newsletter and the journal *Similia*. They are the **only** publications to specifically target homoeopaths nationally and are distributed to all AHA members, plus colleges teaching homoeopathy throughout Australia.

#### **Pricing & Discounts:**

***All prices quoted are inclusive of GST (overseas advertising is GST FREE – deduct 1/11<sup>th</sup> of the price).*** Discounts are applicable for advertisements booked for multiple issues of either publication. All payments are due **before publication**. Refer to booking deadlines included in each publication.

If required, quotes can be provided to write and/or design the artwork for an advertisement.

Any queries regarding pricing for advertisements should be directed to:

**Carolyn Graham**  
Phone: 0431 036 495  
Email: [carolyn@noosahomoeopathic.com.au](mailto:carolyn@noosahomoeopathic.com.au)

#### **National Newsletter**

The AHA National Newsletter is published in →	February	May	August	November
<b>Ads should be booked by:</b>	<b>11-Jan</b>	<b>11-Apr</b>	<b>11-July</b>	<b>11-Oct</b>
<b>Ad materials should be submitted by:</b>	<b>16-Jan</b>	<b>16-Apr</b>	<b>16-July</b>	<b>16-Oct</b>

#### **Newsletter display advertising:**

Advertisement type	Advance bookings	Discount	Front Page	Inside pages	Back Page
<b>Quarter page:</b>	1 issue		\$275	\$220	\$247.50
Vertical: W 90 x H 132mm	2 issues	10%	\$495 (\$247.50 ea)	\$396 (\$198 ea)	\$445.50 (\$222.75 ea)
Horizontal: W 186 x H 63mm	4 issues	25%	\$825 (\$206.25 ea)	\$660 (\$165 ea)	\$742.50 (\$185.63 ea)
<b>Eighth page:</b>	1 issue		\$137.50	\$110	\$121
Vertical: W 42 x H 132mm	2 issues	10%	\$247.50 (\$123.75 ea)	\$198 (\$99 ea)	\$217.80 (\$108.90 ea)
Horizontal: W 90 x H 63mm	4 issues	25%	\$412.50 (\$103.13 ea)	\$330 (\$82.50 ea)	\$363 (\$90.75 ea)

#### **Newsletter Noticeboard advertising:**

In the Noticeboard section of the newsletter ads of up to 4 standard lines are free for AHA members and cost \$44 for non-members. Additional charges for extra lines or lines in bold font apply (see below).

- 4 lines, 32 characters per line standard font (8 point) - free or \$44
- each additional line of standard font - \$6.60
- each additional line of bold font - \$13.20
- to change any line to bold font - \$6.60
- 1/16<sup>th</sup> page (21 x 66mm vertical) - \$120; you may include a photo with text (please supply artwork).

All free ads for members will be placed in alphabetical order. Please note the booking deadline at the footer.

An AHA Noticeboard Advertising form is available for all Noticeboard advertisements. Please download this form from the AHA website [www.homeopathyoz.org](http://www.homeopathyoz.org). When you are on the AHA homepage, simply click on the 'National Office' link or the 'National' button below the map of Australia. You will find the download link at the bottom of the national 'Contact Us' page.

All Noticeboard advertising is to be prepaid where fees are applicable.

## Similia

The journal Similia is published twice a year in →	June	December
<b>Ads should be booked by:</b>	<b>28-Apr</b>	<b>28-Oct</b>
<b>Ad materials should be submitted by:</b>	<b>7-May</b>	<b>7-Nov</b>

The preferences for artwork will be supplied on booking.

Advertisement type	Advance bookings	Discount	Inside pages	Cover: inside front & in/outside back
				Full colour
<b>Full page:</b> A4	1 issue 2 issues Multiple issues	 10% 25%	\$770 \$1386 (\$693 ea) (\$577.50 ea)	\$1044 \$1879.20 (\$939.60 ea) (\$783 ea)
<b>Half page:</b> Vertical: 90 x 280mm Horizontal: 190 x 130mm	1 issue 2 issues Multiple issues	 10% 25%	\$395 \$711 (\$355.50 ea) (\$296.25 ea)	\$522 \$939.60 (\$469.80 ea) (\$391.50 ea)
<b>Third page:</b> Vertical: 55 x 280mm	1 issue 2 issues Multiple issues	 10% 25%	\$300 \$540 (\$270 ea) (\$225 ea)	
<b>Quarter page</b> Vertical: 90 x 130mm Horizontal: 190 x 60mm	1 issue 2 issues Multiple issues	 10% 25%	\$220 \$396 (\$198 ea) (\$165 ea)	

### Dimensions (in mm)

Full page (outside back cover) – 213w x 300h (this allows for a 3mm bleed)

Full page inside – 190w x 277h

Half page vertical – 92w x 277h

Half page horizontal – 190w x 137h

Quarter page vertical – 92w x 137h

Quarter page horizontal – 190w x 67h

### File Formats

Files can be accepted in the following formats:

TIFF or JPG

### Size & Resolution

Artwork should be set at the actual size that it will be printed and should be at least 300dpi

### Send, as appropriate, to:

Melanie Creedy – Newsletter Editor: [melanie@elementsofhealth.com.au](mailto:melanie@elementsofhealth.com.au)

Cathy Nolan – Similia Production Manager: [cathy@cathynolan.com.au](mailto:cathy@cathynolan.com.au)

Copy to: Carolyn Graham: [carolyn@noosahomoeopathic.com.au](mailto:carolyn@noosahomoeopathic.com.au)

The AHA reserves the right to accept or refuse any advertisement at its discretion.