



Australian Podiatry Association SA Inc

# Policy for Marketing & Advertising

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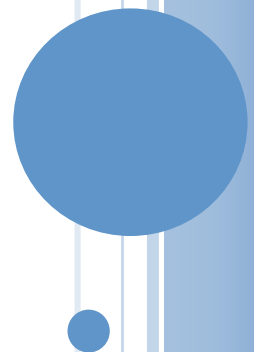
**Australian Podiatry Association SA Inc.**

2/71 Fullarton Road, Kent Town SA 5067

PO Box 198 Stepney SA 5069

P: (08) 8332 2755 F: (08) 8332 2799

E: [Podiatry@podiatrysa.net.au](mailto:Podiatry@podiatrysa.net.au)



## **1. OVERVIEW**

The primary role of the Association is to foster the growth and development of the podiatry profession in South Australia. The Association provides the link between members, government agencies, health groups, public facilities, Universities and suppliers to the profession. Through the Association networks are formed, information is shared and relationships foster. If the Podiatry profession and related networks is a key market to your business you may like to consider marketing opportunities available through the Association

## **2. NATIONAL STANDARDS FOR ADVERTISING**

As from the 1<sup>st</sup> July 2010 the Association and all registered health practitioners must comply with the "Guidelines for advertising of regulated health services" through their profession specific national registration board (e.g. Podiatry Board of Australia). Suppliers to the profession must also ensure their advertising material complies with the Trade Practices Act 1974 (Cwth) in regards to advertising.

## **3. ADVERTISING OPPORTUNITIES IN SA**

### **3.1. Email update (weekly)**

Each Friday the Association emails out the weekly email update to over 200 members giving a brief update on national and state issues, upcoming professional development sessions, employment opportunities, practices for sale, rooms for lease and conference dates. Advertisers are welcome to include a brief alert with upcoming specials / discounts, links to their website, events that may be of interest. We also have space for one pdf attachment each week

### **3.2. Footnotes Newsletter / Magazine (quarterly)**

Footnotes is the hard copy newsletter / magazine distributed to the South Australian Members. Footnotes will be produced quarterly as from 2010, allowing more time and space for articles and advertising. With around 30 pages, the full colour read is a valuable resource to podiatrists who constantly refer back to articles and suppliers information.

### **3.3. Website**

Accessible to EVERYONE the Association's website includes a suppliers page to list your contact information, links to your website, PDF attachments advertising new products, specials, exclusive offers etc.

## **4. DISTRIBUTION**

The SA Association has close to 250 members, and there are around 350 registered podiatrists in the state. Our distribution database includes practicing and non-practicing members, students, interstate (cross border) members and podiatry assistants.

## **5. DISCLAIMER**

The views expressed in the Association's communication forums are not a reflection of the views or policies of the Australian Podiatry Association (SA). The publication of articles is for the purpose of promoting discussion of matters of general interest to all members of the Association. Responsibility is NOT accepted by the editor for accuracy of information. Articles submitted for publication may be edited at the discretion of the editor and copyright of the article passes to the publisher. Applications for advertising may be accepted or rejected at the sole discretion of the editor. Acceptance of an advertisement does not imply endorsement of any product or services by the Association, nor support any claims by the advertisers. Each advertisement remains the sole responsibility of its advertisers. Whilst all care is taken, no responsibility is accepted for typographical or printing errors, or for non-insertion of materials.

Articles are published at the editor's discretion. Articles are not to be derogatory in nature and will address issues rather than personalities. It is the writer's responsibility to ensure that the articles are factually correct. Articles are to be brief and of interest to the general membership. Letters are to be signed as anonymous. Letters published are an expression of a personal point of view of the writer and are not necessarily representative of the policies or opinions of the Australian Podiatry Association (SA).

The publication of statements, opinions, information relating to products, services, courses, advertisements or other materials carries no representation by or on behalf of the Association express or implied of any belief in their truth or otherwise, in the whole or in part, unless an express statement to the effect accompanies the item in question.

## **6. RATES**

## Policy for Marketing & Advertising - 2010

Prices includes GST. All advertising files must be supplied as a high resolution PDF.

<b>Weekly Email</b>	<b>per email</b>	<b>+ inclusion on Website</b>
Classified add (no charge to members)	\$55	\$110 (2 weeks)
Suppliers Add – max 2 lines + contact info	\$99	\$143 (2 weeks)
PDF Attachment	\$132	\$176 (2 weeks)
<b>Footnotes Newsletter (full colour)</b>	<b>Casual</b>	<b>Annual (4 editions)</b>
Outside Back Cover (full page)	\$660	\$440 per edition
Internal full page	\$423	\$374 per edition
Internal half page	\$330	\$297 per edition
Inserts	\$407	
<b>Website – Suppliers Directory</b>	<b>Casual (2 weeks)</b>	<b>Permanent (includes company logo)</b>
2 line add & contact info. & web link	\$143	\$1,100

### 7. DEADLINES & BOOKINGS

#### **Publication dates:**

**Autumn Edition:** April / May 2010

**Winter Edition:** July / August 2010

**Spring Edition:** October / November 2010

**Summer Edition:** January / February 2011

#### **Deadline**

29<sup>th</sup> March 2010

28<sup>th</sup> June 2010

27<sup>th</sup> September 2010

31<sup>st</sup> December 2010

Confirmation of receipt of advertising material will be sent via email along with an electronic tax invoice, payable within 14 working days. Advertising may be sent electronically to the Executive Officer at [podiatry@podiatrysa.net.au](mailto:podiatry@podiatrysa.net.au)