



Australian Podiatry Association SA Inc

Marketing & Advertising 2011

Advertisings Rates & Policy

Last reviewed April 2011

Australian Podiatry Association SA Inc.

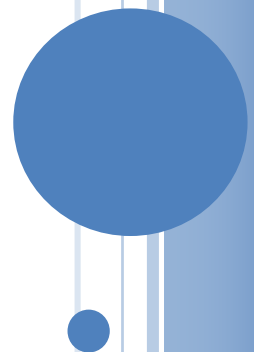
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1. OVERVIEW

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 1st 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 ensure the advertising material complies with the PBA guidelines and the Trade Practices Act 1974 (Cwlth) in regards to advertising.

3. ADVERTISING OPPORTUNITIES IN SA

3.1. Weekly Email update

Each Friday the Association sends a weekly email update to over 250 members. The update includes national and state news, upcoming professional development sessions, resource links, employment opportunities, practices for sale, rooms for lease and items for sale. Advertisers are welcome to include a brief alert with upcoming specials / discounts, links to their website, events that may be of interest or a A4 pdf advertising image. PDF images are limited to 1 per email update.

3.2. Website

Accessible to EVERYONE the Association's website includes a suppliers page available to list contact information, links to websites and PDF advertising images

4. DISTRIBUTION

Approximately 70% of South Australian Registered Podiatrists are members of the SA Association. Our distribution database includes practicing and non-practicing members, new graduates, students, interstate (cross border) members, podiatry assistants and our interstate Association offices.

5. DISCLAIMER

Independent 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. The Association does not accept responsibility for accuracy of information provided by independent parties. Applications for advertising may be accepted or rejected at the sole discretion of the Executive Officer. 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 by the advertiser. Whilst all care is taken, no responsibility is accepted for typographical or printing errors or for non-insertion of materials. 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

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

Weekly Email Listing	per email	+ Website	Please indicate (X)
Classified add (2 lines + contact info)	\$55	\$110 (1 month) Total price	
PDF image	\$110	\$280 (1 month) Total price	
Website – Suppliers Page	Casual (1 month)	Annual (12 months)	
Logo and link to website	\$145	\$430	
Logo, link and PDF Image	\$280	\$780	

7. TO BOOK ADVERTISING

Email Executive Officer at podiatry@podiatrysa.net.au to request your advertising needs.

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

PLEASE COMPLETE AND RETURN

Organisation: _____

Contact: _____

Billing Address: _____

Contact Phone: _____ Email: _____

Notes: _____

Advertising files can be emailed as a pdf. A confirmation advise and tax invoice will be emailed to you to secure your booking. Email: podiatry@podiatrysa.net.au