

In Touch

Quarterly Magazine of the Australian Kinesiology Association Inc.



Advertising Rates and Specifications

TYPE OF ADVERTISING	SIZE	SPECS (WxH)	MEMBERS	NON-MEMBERS
DISPLAY ADVERTISING	Full page	180 x 255	\$200	\$250
	Half page (Horizontal)	180 x 128	\$125	\$175
	Half page (Vertical)	88 x 255	\$125	\$175
	Quarter page (Horizontal)	180 x 70	\$75	\$125
	Quarter page (Vertical)	97 x 130	\$75	\$125
CLASSIFIED ADVERTISING	Minimum 30 words	Max 60 words	\$1 per word	\$1.25 per word

Note: text such as "half-day/full/weekly" etc., will be counted as separate words and not one.

PAYMENT: All Advertising is **PRE-PAID** direct to the AKA office either by cheque, credit card or EFT. Tax receipt is emailed upon clearing of payment.

EFT DETAILS: Commonwealth Bank BSB: **063 115** Account Number: **1030 1776** **Reference:** Be sure to write your name followed by the word **AD or ADVERT** (depending on character space). Contact AKA office to inform of payment.

Email: enquiries@akakinesiology.org.au **Telephone:** 03 9898 7406/1300 780 381 or **FAX** 1300 780 361.

Mail: PO Box 233 Kerrimuir VIC 3129

WHEN to submit?

ISSUE SUBMISSION DATE

Summer 10 November
Autumn 10 February
Winter 10 May
Spring 10 August

PUBLICATION DATE

1 December
1 March
1 June
1 September

HOW to submit?

Email the Editor

intouch@akakinesiology.org.au

Specifications for Display Advertising

CONTENT MAY INCLUDE

- Courses, including workshops and practice nights, accredited by the AKACAB
- Accommodation for courses, including workshops and practice nights
- Product/s commonly used by kinesiologists, EXCLUDING dietary supplements, herbs, homoeopathics
- Services by Registered Practitioners and Registered Instructors
- Room/s For Lease, Practitioners Wanted etc.
- Other goods or services approved by the AKACAB and the Editor

NON-ACCREDITED ADVERTISING Products and services that are NOT kinesiology related may be published at the discretion of the Editor. Non-Accredited Kinesiology courses must specify the AKACAB status of the course, and advise that attendance cannot be counted towards Practitioner Registration. Non AKA accredited RTO's/Colleges may not advertise.

FORMAT

Submit to the Editor intouch@akakinesiology.org.au by email as fully formatted JPG or PDF file or Microsoft Word doc. Images including logos to be supplied separately as JPG and clearly labelled. Email size should not exceed 1MB.

Specifications for Classified Advertising

CONTENT

As per Display Advertising. Minimum 30 words. Maximum 60 words.

FORMAT

Submit to the Editor intouch@akakinesiology.org.au in the body of an email or word doc.