

Australasian Ambulance



CAA Magazine - Media Kit 2016

Australasian Ambulance, the official journal of the Council of Ambulance Authorities, is a bi-annual magazine for the ambulance sector showcasing new approaches to management, best practice, innovations and governance, and contemporary issues relevant to our sector.

Available at www.caa.net.au



About The Council of Ambulance Authorities

The Council of Ambulance Authorities (CAA) is the peak body for the statutory or public providers of ambulance services in Australia and New Zealand. It has been established by its members to collaborate on ambulance matters of national, regional and international importance.

Our members are the Ambulance Service of NSW, Ambulance Tasmania, Ambulance Victoria, ACT Ambulance Service, Queensland Ambulance Service, South Australian Ambulance Service, St John Ambulance Australia (NT), St John Ambulance Australia (Western Australia), St John New Zealand and Wellington Free Ambulance.

Readership

Australasian Ambulance reaches key decision makers in the sector including chief executive officers and senior management. It also reaches academics, politicians and key decision makers in health and emergency management policy roles.

Booking information and deadlines

Issue	Editorial deadline	Advertising booking deadline	Material deadline	Publish date
Winter 2016		14 July	30 August	October 2016
Summer 2016		14 September	31 October	December 2016

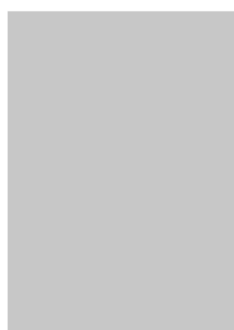
Rates

Full colour advert	Size (mm)	Per issue	Both issues
Full page	297 x 210	\$3,000	Discount 20%
½ page landscape	130 x 182	\$1,800	Discount 20%
1/3 page portrait	267 x 58	\$900	Discount 20%
1/3 page landscape	85 x 182	\$900	Discount 20%
¼ page landscape	62 x 182	\$900	Discount 20%
1/6 page portrait	130 x 58	\$700	Discount 20%
1/6 page landscape	31 x 182	\$700	Discount 20%
Inside front cover	297 x 210	+ 20% loading	Discount 20%
Outside back cover	297 x 210	+ 20% loading	Discount 20%

Note: Rates exclude 10%GST. Advertisements that are not print ready will incur an extra cost for design. The prices listed are based on one-off purchase. Discounts apply for multiple purchases.

Supplying artwork

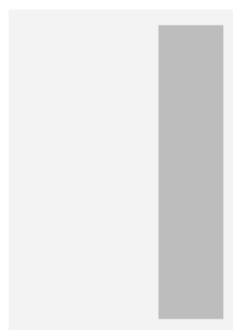
All advertisements should be supplied as a high resolution CMYK PDF. Full page advertisements should have a 3mm bleed to all edges. All text should fall within a 12mm margin.



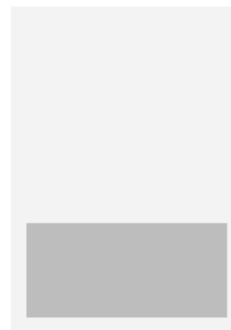
Full page
297mm x 210mm
(Safe type 269mm x 182mm, 5mm bleed)



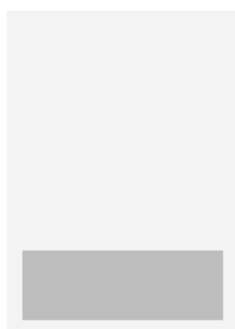
1/2 page landscape
130mm x 182mm
(no bleed)



1/3 page portrait
267mm x 58mm
(no bleed)



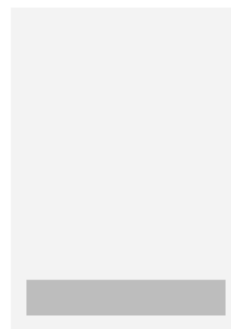
1/3 page landscape
85mm x 182mm
(no bleed)



1/4 page landscape
62mm x 182mm
(no bleed)



1/6 page portrait
130mm x 58mm
(no bleed)



1/6 page landscape
31mm x 182mm
(no bleed)

Important - Please Read

The advertising agreement between the Council of Ambulance Authorities Inc. (CAA) and 'advertiser' adheres solely to the CAA magazine 'Australasian Ambulance' and will be the sole source of rights and obligations in respect of the advertising. The agreement does not provide the 'advertiser' with any warranty or partnership rights relating to individual CAA members tenders and/or expressions of interest at any point in time.

Contact

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