

CAA Australasian Ambulance Magazine Media Kit



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



Available at www.caa.net.au

About The Council of Ambulance Authorities

The Council of Ambulance Authorities (CAA), the peak body for the statutory or public providers of ambulance services in Australia and New Zealand, was formed 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 leaders in the sector including chief executive officers and senior management as well as academics, politicians and key decision makers in health and emergency management policy roles.

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Booking information and deadlines

The magazine is published twice a year. Please contact CAA for material deadlines and publish dates.

Rates

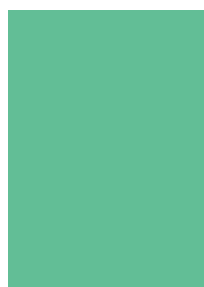
Full colour advert	Size (mm) (W x H)	Per issue	Both issues
Full page	210 x 297	\$3,000	Discount 20%
1/2 page landscape	182 x 130	\$1,800	Discount 20%
1/3 page portrait	58 x 267	\$900	Discount 20%
1/3 page landscape	182 x 85	\$900	Discount 20%
1/4 page landscape	182 x 62	\$900	Discount 20%
1/6 page portrait	58 x 130	\$700	Discount 20%
1/6 page landscape	182 x 31	\$700	Discount 20%
Inside front cover	210 x 297	+ 20% loading	Discount 20%
Outside back cover	210 x 297	+ 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.

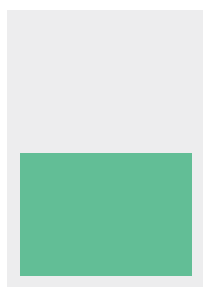
Supplying artwork

All advertisements should be supplied as a high resolution CMYK PDF.

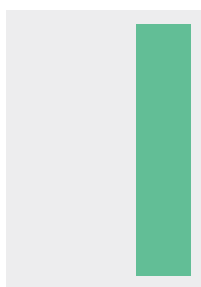
Full page advertisements should have a 3mm bleed to all edges, text should fall within a 14mm margin.



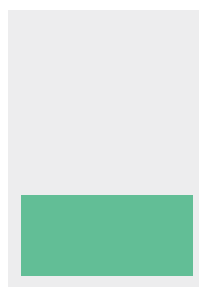
Full page
210mm x 297mm
(Safe type 182mm x 269mm, 3mm bleed)



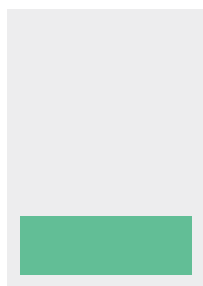
1/2 page landscape
182mm x 130mm
(no bleed)



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



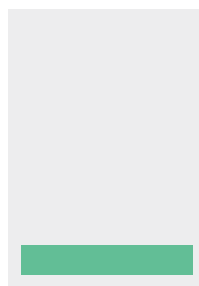
1/3 page landscape
182mm x 85mm
(no bleed)



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



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



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

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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

Please direct all enquiries and bookings to:

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www.caa.net.au