

2013 Rates Card & Booking Form



Advertising in *Training & Development* magazine

Advertising in <i>Training & Development</i> magazine				Advertising in the AITD Training & Development Directory
* all prices include GST	Booking 1-2 consecutive advertisements	Booking 3-5 consecutive advertisements*	Booking 6 or more consecutive advertisements*	Booking deadline 28 Oct 2013 Material deadline 11 Nov 2013
Advertisement type	Rate	Rate	Rate	Rate
Display advertisements				<input type="checkbox"/> NSW <input type="checkbox"/> VIC/TAS <input type="checkbox"/> QLD/NT <input type="checkbox"/> ACT <input type="checkbox"/> WA <input type="checkbox"/> SA
Outside back cover	\$2,360	\$1,954	\$1,764	\$3,295
Inside front cover	\$2,230	\$1,860	\$1,479	\$2,595
Inside back cover	\$2,230	\$1,860	\$1,479	\$2,495
Full page	\$1,995	\$1,700	\$1,352	\$2,395
Half page horizontal	\$1,200	\$1,060	\$842	\$1,550
Third page horizontal	\$995	\$840	\$753	\$1,350
Double column half	\$995	\$840	\$753	\$1,350
Single column full	\$895	\$795	\$693	\$1,250
Single column half	\$595	\$555	\$495	\$895

* **Extend your booking contract for additional runs and receive discounts for "3-5" or "6 or more" advertisements.**

** **Guarantee of a right-hand page placement attracts a 20% loading.** Please indicate clearly on your booking form if you require a RHS placement.

Advertorial opportunities

Advertorials	Rate
Single page	\$2,500
Double page	\$4,500

Advertorials are written by the advertiser (only text and images are required). Layout is completed by AITD Designer.

Promotional inserts

Insert specifications	Rate
A4 - single or folded to DL	\$1,700
A4 folded - A3 folding to A4	\$2,395

Custom inserts of DVD's catalogues, oversized or bulky items can be arranged. Contact for a quote.

Booking & material deadlines

All bookings must be confirmed in writing by completing and signing the Booking Form. The AITD can only guarantee the display of your advertisement in your chosen issue if you meet the following booking and material deadlines. **Late bookings may be possible but require credit card details.**

2013 Issue	Final booking date	Artwork deadline
February	24 January	31 January
April	20 March	27 March
June	17 May	24 May
August	19 July	26 July
October	18 September	25 September
December	20 November	27 November

Any invoicing will be completed on the artwork deadline date

BONUS 1 Purchase six consecutive print advertisements and receive a **FREE** hyperlinked logo/banner in the AITD national e-newsletter 'Snippets' for a whole year. This is a fantastic opportunity to instantly create an integrated marketing campaign and drive potential clients to your website.

Plus free listing in the Business Index for 12 months (no artwork required)

Advertisers who are eligible can choose either Bonus 1 or Bonus 2 and will need to communicate on the Booking Form which Bonus they are selecting.

BONUS 2 Purchase six consecutive print advertisements (FULL PAGE) and receive an **EXTRA BONUS** of 12 months shared banner space on the AITD homepage. Plus free listing in the Business Index for 12 months (no artwork required).

20% discount on either 1/2 page or full page ad in the AITD Training Directory.

Advertising in *Snippets* email newsletter

* all prices include GST

Advertisement type	Rate
text (up to 100 words) + logo & click through	\$544
text (up to 200 words) + logo & click through	\$694

All bookings must be confirmed in writing by completing and signing the Booking Form. The AITD can only guarantee the display of your advertisement in your chosen issue if you meet the following booking and material deadlines.

Book Snippets for 12 months and receive a FREE listing in the Business Index (no artwork required)

Booking & material deadlines

2013 dates for bookings and materials

Month	Final booking date	Copy/logo by
Jan	17 December	20 December
Feb	28 January	1 February
March	25 February	1 March
April	29 March	3 April
May	26 April	1 May
June	30 May	5 June
July	28 June	3 July
Aug	29 July	1 August
Sep	30 August	4 September
Oct	27 September	3 October
Nov	31 October	6 November
Dec	29 November	5 December

Booking Form 2013

PLEASE PRINT CLEARLY AND USE BLUE OR BLACK PEN

This booking form serves as a tax invoice upon payment of amount

TRAINING & DEVELOPMENT MAGAZINE	
Edition	Year (ie. 2013)
<input type="checkbox"/> February	
<input type="checkbox"/> April	
<input type="checkbox"/> June	
<input type="checkbox"/> August	
<input type="checkbox"/> October	
<input type="checkbox"/> December	

SNIPPETS EMAIL NEWSLETTER	
Edition	Year (ie. 2013)
<input type="checkbox"/> January	
<input type="checkbox"/> February	
<input type="checkbox"/> March	
<input type="checkbox"/> April	
<input type="checkbox"/> May	
<input type="checkbox"/> June	
<input type="checkbox"/> July	
<input type="checkbox"/> August	
<input type="checkbox"/> September	
<input type="checkbox"/> October	
<input type="checkbox"/> November	
<input type="checkbox"/> December	

Personal Details		
Title	First Name	Surname
Position		
Organisation		
Business Address		
Suburb		State
Postal Code		Country
Business Tel ()		Mobile
Email		Web

I acknowledge and accept the terms and conditions (see below).

Signature.....

TRAINING & DEVELOPMENT MAGAZINE Tick your choice of advertisement			
<input type="checkbox"/> Inside front cover	<input type="checkbox"/> Single column Full	<input type="checkbox"/> Right hand page	
<input type="checkbox"/> Inside back cover	<input type="checkbox"/> Single Column Half	<input type="checkbox"/> Right hand page	
<input type="checkbox"/> Outside back cover	<input type="checkbox"/> Advertorial - Single page		
<input type="checkbox"/> Full Page	<input type="checkbox"/> Right hand page	<input type="checkbox"/> Advertorial - Double page	
<input type="checkbox"/> Half Page	<input type="checkbox"/> Right hand page	<input type="checkbox"/> A4 Insert - Single	
<input type="checkbox"/> Third Page	<input type="checkbox"/> Right hand page	<input type="checkbox"/> A4 Insert - 2 to 4 pages	
<input type="checkbox"/> Double column Half	<input type="checkbox"/> Right hand page	<input type="checkbox"/> Insert - Custom Size	
<input type="checkbox"/> Business Index	<input type="checkbox"/> Training Directory:		
Category: <input type="checkbox"/> Strategy <input type="checkbox"/> Training Techniques <input type="checkbox"/> Technology & Resources			

SNIPPETS Tick your choice of advertising	
<input type="checkbox"/> text (up to 100 words) +logo & click through	<input type="checkbox"/> text (up to 200 words) + logo & click through

PAYMENT DETAILS	
<input type="checkbox"/> Please send invoice (not eligible for late bookings)	
Amount payable: \$ _____ (see advertising rates attached)	
Credit Card <input type="checkbox"/> MasterCard <input type="checkbox"/> Visa <input type="checkbox"/> Amex + 2% surcharge	
Card Number: _____/_____/_____/_____	Card Expiry Date: ____/____
	CCV or Verification Code: Digits _____
Card Holder Name:	
Signature: _____	Date: ____/____/____

By Submitting This Form You Accept the Following Terms & Conditions

Cancellation Policy: Single booking - A 50% cancellation fee will be charged for all cancellations received prior to the closing date for bookings. Cancellations may not be made after the material deadline. **Multiple bookings** - A 50% cancellation fee will be charged for all remaining advertising orders (at the standard single advertising rate). The standard single advertising rate will also apply to each advertisement that has been published + a 10% service fee. **Payment Policy:** Advertisements must be paid in full within 14 days of invoicing. Late payment will incur a \$25 administration fee and future bookings will require immediate credit card payment.

Your attention is drawn to the provisions in the Trade Practices Act 1974 which apply to advertising. Advertisers are responsible for ensuring that their advertisements comply with the Act. To the extent permitted by law, AITD's liability for any error on its part is restricted to the cost of placing the advertisement. Publication does not imply recommendation or endorsement by AITD. Advertisements are subject to approval by AITD and AITD retains the right not to accept an advertiser. The positioning or placement is at the discretion of AITD, except where preferred positioning has been specified and an additional charge is paid (subject to availability).

This Agreement is governed by the laws of New South Wales and each party irrevocably and unconditionally submits to the exclusive jurisdiction of the courts of New South Wales.

All expenses, costs or disbursements incurred in recovering any outstanding monies including all search fees, debt collection fees, solicitor's fees and all legal costs will be paid by the advertiser.

ACN 52009516701