



Australian Institute of Training and Development
2013-2014 Advertising Rates and Booking Form

Advertising in Training and Development Magazine

Advertisement type	Rate (each)	Rate (each for 3-5 ads)	Rate (each for 6+ ads)
Full-page outside back cover (210x297mm)	\$2,360	\$1,954	\$1,764
Full-page inside front/back cover (210x297mm)	\$2,230	\$1,860	\$1,479
Full-page (210x297mm)	\$1,995	\$1,700	\$1,352
Half-page horizontal (183x122mm)	\$1,200	\$1,060	\$842
Third-page horizontal (183x82mm)	\$995	\$840	\$753

Magazine Value – Purchase 3 or more advertisements and save!

Advertorial	Rate
Single Page	\$2,500
Double Page	\$4,500

Advertorials are written by the advertiser. Layout by AITD.

Promotional Inserts

A4 single sheet	\$1,700
A4 x 2 pages	\$2,395

Booking and Material Deadlines

Issue	Final Booking Date	Artwork Deadline
February 2014	19 January	23 January 2014
April 2014	19 March 2014	24 March 2014
June 2014	21 May 2014	26 May 2014
August 2014	22 July 2014	25 July 2014
October 2014	19 September 2014	21 September 2014
December 2014	10 November 2014	14 November 2014

Artwork Specifications

- High resolution PDF, TIF, EPS (fonts embedded)
- Artwork supplied at 100% of size
- Resolution at least 300dpi at actual size
- Text converted to paths
- Compress large files and art folders prior to sending via email (file size less than 5MB)
- Full page ads are 210x297mm + 5mm bleed

Advertising in Monthly e-newsletter

Advertisement type	Rate
Logo and click through 400 pixels (wide) x 280 pixels (high) – per month	\$950
Logo and click through 400 pixels (wide) x 280 pixels (high) – Per Month, 3 or more months	\$750

Month	Final Booking Date	Material Deadline
January 2014	19 December 2013	23 December 2013
February 2014	28 January 2014	31 January 2014
March 2014	24 February 2014	28 February 2014
April 2014	26 March 2014	31 March 2014
May 2014	23 April 2014	28 April 2014
June 2014	22 May 2014	27 May 2014
July 2014	24 June 2014	26 June 2014
August 2014	22 July 2014	25 July 2014
September 2014	25 August 2014	28 August 2014
October 2014	22 September 2014	25 September 2014
November 2014	23 October 2014	28 October 2014
December 2014	24 November 2014	27 November 2014

Advertising on AITD website*

Period	Rate/month
One month	\$1,350
3-5 months	\$1,050
6-12 months	\$850

*Web page advertisements are rotating shared space on the AITD website homepage. Rotating 330 pixels (wide) x 250 pixels (high). High resolution .png or .jpg format.

Advertising in 2014 Training Directory

Advertisement type	Rate
Full-page outside back cover (1 only)	\$3,000
Full-page inside front/back cover (2 only)	\$2,500
Full-page	\$2,200
Half-page horizontal	\$1,500
Third-page horizontal	\$1,200
Booking Deadline: 28 October 2013	
Artwork Deadline: 8 November 2013	

Booking Requirements

- All bookings must be confirmed in writing by submitting the completed *Advertising Booking Form*.
- AITD can only guarantee the display of your advertisement if you meet the booking and artwork/material deadlines described above.
- All advertisements must be paid in advance of publication.
- Late bookings (after final booking date) may be possible but require credit card details.
- For more information see the Terms and Conditions on the *Advertising Booking Form*.

All rates listed include GST



Australian Institute of Training and Development
2013-2014 Advertising Rates and Booking Form

This Booking Form serves as a Tax Invoice upon payment

Your details

Name: _____

Position: _____

Company: _____

Business Address: _____

Suburb: _____ State: _____ Postcode: _____

Business Phone: _____ Mobile: _____

Contact email: _____ Website: _____

Accounts contact name: _____ Accounts email: _____

I acknowledge and accept the terms and conditions (below)

(signature)

Payment Details

Amount Payable: \$ _____ (see advertising rates card)

Payment Method: Credit Card Invoice (invoicing is not available for late bookings)

Credit Card Type: MasterCard Visa American Express

Name on Card: _____

Card Number: _____ / _____ / _____ Expiry Date: ____ / ____

Cardholder Signature: _____ CCV Number: _____

Advertisement Details

Training and Development Magazine

Ad Type: Full-page Full-page back cover Full-page inside front/back cover Single Page Insert
 Half-page Third-page Advertorial (single) Advertorial (double) Double Page Insert

Issue: April 2014 June 2014 August 2014 October 2014 December 2014

Snippets and/or Web-banners

Ad Type: 100 words, logo and click thru 200 words, logo and click thru Shared rotating web-banner

Month: February 2014 March 2014 April 2014 May 2014 June 2014 July 2014
 August 2014 September 2014 October 2014 November 2014 December 2014

2014 Training Directory

Ad Type: Full-page Full-page back cover Full-page inside front/back cover
 Half-page horizontal Third-page horizontal

Terms and Conditions

Payment Policy: Advertisements must be paid in advance of publication. Where an invoice is generated, terms are strictly 14 days. Late payment will incur a \$25 administration fee and all future bookings will require advance credit card payment. **Cancellation Policy:** For a single booking a 50% cancellation fee will be charged for all cancellations received prior to the closing date for bookings. Cancellations are not permitted after the artwork/material deadline. For multiple bookings a 50% cancellation fee will be charged for all remaining bookings. **Note:** Advertisers are responsible for ensuring that their advertisements comply with the Trade Practices Act 1974 provisions related to advertising. To the extent permitted by law, AITD's liability for any error on its part is restricted to the costs 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/advertisement. The positioning of an advertisement is at the discretion of AITD except where preferred positioning has been purchased. This agreement is governed by the laws of New South Wales and each party irrevocably and unconditionally submits to the jurisdiction of the courts of New South Wales. All expenses, costs of disbursements incurred in recovering monies including all search fees, debt collection fees, solicitor's fees and all legal costs will be paid by the advertiser. ACN 52009516701

Submit this form by: email: marketing@aitd.com.au; Fax: 02 9211 8784; Mail: Suite 111/410 Elizabeth St, Surry Hills NSW 2010

AITD Advertising Rates and Booking Form (Current as at 2013) AITD reserves the right to adjust pricing at any time.