



## **NZATD Advertising Policy And Rates**

### **1. Training and Development Journal**

The advertising policy for the AITD/NZATD's magazine *Training & Development* has been developed to allow advertisers the opportunity to advertise training-related products, services, and events to a specialised market of training and performance improvement providers.

#### **Publisher**

Australian Institute of Training and Development

#### **Distribution**

Australia and National wide in New Zealand

#### **Postal Address**

111/410 Elizabeth Street  
Surry Hills, NSW 2011

#### **Managing Editor**

Jane Campbell  
email address [editor@aitd.com.au](mailto:editor@aitd.com.au)

#### **Subscriptions (non members)**

Contact:  
AITD  
Kay Vine  
email address [kay.vine@aitd.com.au](mailto:kay.vine@aitd.com.au)

\$95AUS per annum including GST

#### **Readership**

Within Australia and New Zealand over 4,000

#### **Frequency**

Bi-monthly, beginning with No.1 in June-July each year.

## Readership Profile

Training and development and Human resource consultants, managers and practitioners and those ancillary organisations that provide products and services to these people. The magazine is also targeted to those aspiring to be involved in these fields, with a number of subscriptions held by university and public libraries around the country.

## Published

June, August, October, December, February and April.

## Deadlines

All bookings must be confirmed in writing by completing and signing the booking form. Please see Appendix A for the Booking dates and rates for Advertising.

## 2. E-mail Advertising

NZATD's e-mail advertising policy has been developed to keep members informed of events that fall between the issues of *People and Performance*, especially job vacancies and other local events which may be of interest to our members. NZATD's e-mail advertising policy also helps prevent e-mail 'spamming' due to our stepped advertising schedule. This means that we will send out no more than 2 emails per week and no more than 8 per month.

Where advertising falls into line with *People and Performance's* publishing schedule, e-mail advertising should not be seen as an alternative to advertising in *People and Performance*. (See Section 1 above)

- All NZATD email advertisements for products, services and events must offer discounts to NZATD members that show the value of NZATD membership.
- Job advertisements go out to NZATD members only (circulation approx. 500)
- There is no charge associated with advertising NZATD, HRINZ and NSANZ events
- Members of our affiliate partners from HRINZ and NSANZ may advertise at the NZATD member rate
- All costs are GST exclusive.

NZATD offers discounted advertising rates where the advertising is on a regular basis. Regular basis is defined as being; no more than one per week and no less than one per month. NZATD offer the following rates\*

- Option 1 - Book 6 and pay for 5

NZATD offers not-for-profit organisations the opportunity to advertise free of charge. Certain conditions apply and each application will be considered on a case by case basis. For further information, or to see if you qualify, please contact the Executive Officer at the address above.

---

\* Conditions apply. All advertisements must be booked and paid in advance and must be distributed within one year of agreement. Rates are non refundable should advertisements not be used within the specified time period.

NZATD also offers the following advertisement rates:

- Emails Nationally (circulation approx. 1000)  
\$175 for NZATD members (\$250 for non-members).  
Option 1: \$875 for NZATD members (\$1250 for non-members)
- NZATD Auckland and Hamilton (circulation approx. 600)  
\$100 for NZATD members (\$220 for non-members)  
Option 1: \$500 for NZATD members (\$1100 for non-members)
- NZATD Auckland and Hamilton Networker newsletter rates (circulation approx 235)  
\$100 for full page; \$60 for half page; \$30 for quarter page
- NZATD Wellington and Manawatu (circulation approx. 300)  
\$100 for NZATD members (\$220 for non-members)  
Option 1: \$500 for NZATD members (\$1100 for non-members)
- NZATD Wellington and Manawatu Update newsletter rates (circulation approx 200)  
\$100 for full page; \$60 for half page; \$30 for quarter page
- NZATD Canterbury and Southern (circulation approx. 100)  
\$35 for NZATD members (\$50 for non-members)  
Option 1: \$175 for NZATD members (\$250 for non-members)
- NZATD Canterbury and Southern newsletter rates (circulation approx 100)  
\$20 for quarter page; \$10 for notices
- All adverts must be used within one calendar year (within 12 months of purchase)
- No more than one advert will be sent per week
- Money must be paid upfront

### 3. Website Advertising

Advertisements are not currently placed on our website.

## 4. Provider Directory

NZATD in association with the NZATD Education Trust has a provider directory with a searchable database on our website. This is located at [www.nzatd.org.nz](http://www.nzatd.org.nz)

Listings include:

- training / education providers
- training and development / organisation development / education consultants
- equipment / resource providers

The directory is searchable by name / region / areas of specialty. NZATD member listings have priority over non-members. Professional members are given the highest priority.

Listers can monitor the statistics on visits and links to their websites and can update the information at any time.

Registration is in two stages. You first register yourself (and will be sent a password so you can log back in) and then you register your business details. You can register the details immediately after registering yourself (without logging off). The details required include:

- short description (150 characters)
- long description (reasonably unlimited)
- the categories / areas you work
- contact details

Payment is by annual fee (non members of NZATD are required to pay a set up fee of \$45). The annual fee includes:

- one year listing with the ability to update / modify the details at any time
- statistics on usage, including links through to your website
- regular advertising to encourage businesses to use the Directory
- the opportunity to contribute towards further development of the Directory

The cost for each package:

	<b>Number of Categories</b>	<b>Number of Consultants</b>	<b>Able to add logo</b>	<b>Price (excl GST)</b>	<b>Price (incl GST)</b>
Option 1	4	1	No	\$40.00	\$45.00
Option 2	8	2	Yes	\$90.00	\$101.25
Option 3	16	4	Yes	\$150.00	\$168.75

For further information contact:

Executive Officer  
NZATD  
PO Box 44 239  
Lower Hutt  
[nzatd@nzatd.org.nz](mailto:nzatd@nzatd.org.nz)