



Searching for that great advertising initiative...



WANT TO REACH YOUR TARGET MARKET?



WANT TO ADVERTISE IN AN EFFECTIVE, CONOMICAL WAY?

ADVERTISE IN THE NEWSLETTER OF THE COELIAC SOCIETY OF VICTORIA

- ⇒ **Circulation of 6500 members across Victoria**
- ⇒ **Targets new members (increasing at a rate of 14% p.a)**
- ⇒ **24 Page quarterly publication including advertising**
- ⇒ **Low cost advertising medium**

Take a look at our proposal, we're sure you'll be impressed with our competitive pricing, professional presentation and the assurance that your advertisement will be seen by at least 5000 people with coeliac disease.

For further information please contact Jackie Gale on 9808 7563 or jackie.gale@coeliacsociety.com.au

ADVERTISING OPPORTUNITIES

Our membership base is continuing to grow as awareness of coeliac disease and the rate of diagnosis increases. We have various advertising options available to you offering an opportunity to utilise our member network base to promote your products and services.

NEWSLETTER OF VICTORIA

The quarterly newsletter is circulated to 5,500 members within Victoria making it an extremely cost effective advertising medium, essential for gluten free retailers, restaurateurs and manufacturers to advertise.

- ◆ Advertising supplement featuring a diverse range of products, retail outlets and the latest specials
- ◆ ~ **The Essential Guide to Gluten Free Victoria**
- ◆ Features an editorial section containing up to date information & news
- ◆ Distributed in Autumn, Winter, Spring and Summer
- ◆ Statewide circulation

Advertising rates & policy included

E-NEWS

This quarterly bulletin is emailed to approximately 3,500 members. The advertisement can contain photo's and/or logo's, up to 50 words and a link to your own website/email.

SAMPLES FOR NEW MEMBERS

A range of gluten free samples are sent to all new members - a great way to assist members make the transition to a gluten free diet.

- ◆ For a minimal annual fee and product donation, we will ensure your product is included and delivered to all new members in Victoria
- ◆ Your product will have direct exposure to newly diagnosed people requiring a gluten free diet for life
- ◆ ~ **Guarantee your product is one of the first to be tried!**
- ◆ We manage the handling and distribution of the samples
- ◆ Low cost, yet effective distribution technique for your products or service

SPONSORSHIP

Throughout the course of the year the Coeliac Society hosts many different events. These range from specialised cooking demonstrations to information seminars as well as activities for children and teenagers. If you would like to consider sponsoring a specific event please contact Jackie Gale on 9808 7563 or jackie.gale@coeliacsociety.com.au for more details.

ADVERTISING POLICY

Introduction

The Coeliac Society of Victoria (CSVic) is a not for profit organisation providing support to people who are medically required to adhere to a gluten free diet, usually to treat Coeliac Disease (CD) or Dermatitis Herpetiformis (DH).

Advertising is available in the quarterly newsletter or e-News, subject to meeting appropriate conditions.

Purpose

The purpose of this document is to clarify the requirements of advertising in CSVic Newsletter and in CSVic e-News.

Conditions

The Coeliac Society reserves the right to evaluate all statements in advertisements and reserves the right to reject any advertising that does not conform to the following:

1. Advertising should be relevant to members of the Society. We reserve the right not to publish material inconsistent with our policies and those of The Coeliac Society of Australia, Inc.
2. Advertisers that wish to advertise information not relevant to a gluten free lifestyle can only do so at the discretion of CSVic Board of Management.
3. The "crossed grain" logo can only be used in advertisements by those companies that have a license for this.
4. The nature and content of the advertising or sponsorship should contribute to the professional image of The Coeliac Society.
5. Acceptance and inclusion of an advertisement or sponsor's symbol in the CSVic publications does not imply endorsement of the product or sponsorship.
6. Advertising is to be clearly distinguishable from the text and where an article accompanies the advertisement, it will contain the label "advertorial".
7. Positioning of advertisements in the CSVic publications will be at the discretion of the editor.
8. Advertisements will not be accepted where they are likely to cause offence, are untruthful, are misleading or deceptive in any way, and are discriminatory.
9. In any edition of the CSVic publications, a limited space will be used for advertising and sponsorship. Should the allocated advertising space be full prior to the deadline date and an advertiser submits an advertisement with payment, they shall be notified and offered space in the following issue.
10. Refer to current Rate card for advertising fees.
11. Advertisements will be confirmed and invoiced once a booking form is received. Account terms are PRE-PAID. No new bookings will be accepted where monies are outstanding beyond our normal terms.
12. Acceptance of advertising in the form of inserts, will be dependent on the number of own CSVic inserts already required in that edition and the weight of the total mail out.

Please Note: The Food Standards Code for Australia and New Zealand states that 'save where otherwise expressly prescribed by this code, the label on or attached to a package containing or any advertisement for food shall not contain the name or a reference to any disease or physiological condition'. This means that while you can use the term 'gluten free' if products meet the Food Standards Code criterion you **cannot** use the term 'coeliac' or 'coeliac disease'.

Guidelines for Advertising Artwork

The Coeliac Society uses Publisher to edit all publications. Please ensure that your advert conforms to the following:

1. All ads should be supplied in either Publisher, PDF, or a JPG file.
2. All photos for all publications should be supplied as JPG files at minimum 300dpi.
3. All photos for e-News should be no larger than 170 x 250 pixels.
4. Please note we do not have the ability to open EPS files.
5. All files should be sent via email or supplied on CD.
6. If artwork requires any editing, CSVic reserves the right to charge for this service
7. Inserts shall be produced, supplied and delivered by advertiser.

Review date December 2011

ADVERTISING RATES

Advertising rates for the Coeliac Society of Victoria's Newsletter are inclusive of GST and are subject to change in accordance with the CSVic Board of Management.

Note:

The boxes on this sheet are only intended as a guide please refer to dimensions as stated for exact sizing.

Allowance needs to be made for a header on each page.

HALF PAGE \$198.00
Dimensions 19cm x
12.5cm
(Landscape Layout)

EIGHTH PAGE \$82.00
Dimensions 9cm x 6cm
(Landscape Layout)

FULL PAGE \$398.00
Dimensions 19cm x 25 cm
(Portrait Layout)

E-NEWS \$98.00
Content—up to 50 words
1 x pic—max size 170x250pixels
Min quality—300dpi

QUARTER PAGE \$132.00
Dimensions 9cm x 12.5cm
(Portrait Layout)

ADVERTISING DEADLINE

Spring 2011 Edition

FRIDAY AUGUST 5th 2011

Please check availability first due
to limited advertising space

BOOKING FORM

Please complete this form,
include payment
& return to Jackie Gale
P.O. Box 89,
Holmesglen VIC 3148
Fax: 9808 9922

Contact: _____ Position: _____

Company Name: _____ ABN: _____

Postal Address: _____ P/code _____

B/H Phone: _____ Email: _____

Booking required: Spring 11 Summer 11 Autumn 12 Winter 12

SIZE REQUIREMENTS

Size	Dimensions	Layout	Price (GST incl)
<input type="checkbox"/> Full Page	19 x 25cm	Portrait	\$398.00
<input type="checkbox"/> Half Page	19 x 12.5cm	Landscape	\$198.00
<input type="checkbox"/> Quarter Page	9 x 12.5cm	Portrait	\$132.00
<input type="checkbox"/> Eighth Page	9 x 6cm	Landscape	\$82.00
<input type="checkbox"/> Insert			\$425.00

BONUS 10% discount offered when booking & paying for four issues.

PAYMENT OPTIONS

Directly to Bendigo Bank Account \$ _____ Date Paid _____

Coeliac Society of Victoria BSB 633 108 Account Number 1320 47945
Note: Please provide us with a copy of bank receipt details with booking form

Cheque \$ _____

Credit Card: Visa Mastercard \$ _____

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Expiry Date...../.....

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CCV Number
(Last 3 digits on signature panel)

Name on Card

Cardholders Signature

Note: Payment must be finalised prior to deadline date.