



ADVERTISING WITH COELIAC WESTERN AUSTRALIA

media kit 2011

About Coeliac Western Australia

Coeliac Western Australia (Coeliac WA) is the primary information and support agency in Western Australia (WA) for coeliac disease and the gluten free diet. Members, their families and carers rely on Coeliac WA for high quality information on coeliac disease and the gluten free diet. Coeliac WA also has a role to educate the broader community about coeliac disease and the impact it has on people who have the disease.



Other groups and professionals in WA also look to Coeliac WA for accurate information on coeliac disease and the gluten free diet. These include medical professionals; dietitians; pharmacists; food service providers; food manufacturers, retailers; and educators.

Coeliac WA is financed through funding from membership subscriptions, the state government, advertising and donations. This currently enables the employment of two part time staff - an Executive Officer and a Membership Services Officer.

Objectives

The aim of Coeliac WA is to support individuals with coeliac disease through the provision of information and to educate others through training and advocacy.

The specific objectives of Coeliac WA are:

1. To promote the role of Coeliac WA in the community.
2. To provide accurate information on coeliac disease and related topics.
3. To provide support that can be accessed by rural and remote communities.
4. To provide detailed up to date information to Coeliac WA members to facilitate choice.
5. To educate health practitioners' and health organisations on coeliac disease and the gluten free diet.
6. To educate individuals and organisations in the food industry on coeliac disease and the gluten free diet.
7. To increase overall awareness on coeliac disease and the gluten free diet.
8. To operate within a governance framework that enhances accountability to stakeholders.

The recognised leader in improving the lives of people with Coeliac Disease.

Silly Yak Chat Newsletter Advertising

Advertising is available in the Silly Yak Chat (SYC), the quarterly newsletter produced by Coeliac Western Australia, subject to meeting appropriate conditions. All material must be accompanied by a signed booking form which includes a declaration confirming that the advertising material conforms to the requirements of Coeliac WA.

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

- Advertising should be relevant to members. We reserve the right not to publish material inconsistent with our policies and those of Coeliac Australia.
- The crossed grain logo can only be used in advertisements by those companies that have a license for this.
- The nature and content of the advertising or sponsorship should contribute to the professional image of Coeliac WA
- Acceptance and inclusion of an advertisement or sponsor's symbol in the SYC does not imply endorsement of the product or sponsorship.
- Advertising is to be clearly distinguishable from the text and where an article accompanies the advertisement, it will contain the label "advertorial".
- Positioning of advertisements in the SYC will be at the discretion of the editor.
- Advertisements will not be accepted where they are likely to cause offence, are untruthful, are misleading or deceptive in any way, and are discriminatory.
- In any edition of the SYC, a limited space will be used for advertising and sponsorship. This will be allocated as requests are received for each edition.

Please note that the Food Standards Code for Australia and New Zealand state 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'.

Payment

Advertisements will be confirmed and invoiced once a booking form is received. Account terms are 30 days. No new bookings will be accepted where monies are outstanding beyond our normal terms.

Payment can be made by cheque, credit card or direct bank transfer BSB# 036 037 Account# 287900

Enquiries

All enquiries regarding advertising should be directed to the Coeliac WA office on (08) 9451 9255 or email wa@coeliac.org.au

Cost and Sizing

The following are costs for advertising within the body of the Silly Yak Chat Newsletter.

Size of Advertisement	No. of Editions Featured	Price
Eighth page	1 (Sep, Dec, March or June)	\$60.00
Quarter page	1 (Sep, Dec, March or June)	\$90.00
Half page	1 (Sep, Dec, March or June)	\$120.00
Full page	1 (Sep, Dec, March or June)	\$180.00
Advertising Insert	1 (Sep, Dec, March or June)	\$140.00

Associate members will be offered a 15% discount where four consecutive advertisements are booked and paid in advance. Non members discount for four consecutive advertisement is 10%.

Inserts will also be charged any additional postage associated with an increase in weight. If you wish to place an insert in the SYC then please discuss this further with the office.

Silly Yak Chat Newsletter Advertising

Mechanical specifications

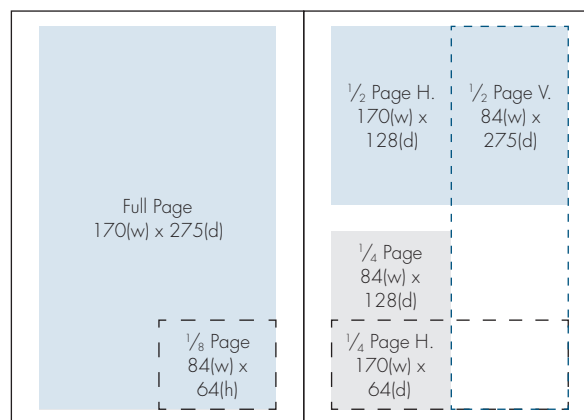
	Width (mm)	Depth (mm)
Full page	170	275
Half page horizontal	170	128
Half page vertical	84	275
Quarter page	84	128
Quarter Page horizontal	170	64
Eighth page	84	64

Guidelines for Advertising Artwork

Coeliac WA uses Publisher to edit the SYC newsletter. Please ensure that your advert conforms to the following:

- All ads and images should be supplied as JPG files at 300dpi (dots per inch). Please note we do not have the ability to open EPS files.
- All ads and images should use the RGB colour mode. CMYK images will not reproduce correctly. Tip: If you are unsure of the colour mode and you produced the ad yourself then chances are it will already be in RGB. If a designer produced the ad then they will know how to change to RGB.
- Alternatively, text copy for ads can be sent as a Microsoft Word Document (.doc) or in rich text format.
- All files should be sent via email or supplied on CD.

If artwork is not the correct size then the SYC editors will scale this to fit within the publication specifications.



Deadlines

The following are the deadline dates for advertising.

Edition	Deadline Date
September	1st Wednesday in August
December	1st Wednesday in November
March	1st Wednesday in February
June	1st Wednesday in May

Please note changes to pre paid advertisements must also be received by this date. If changes are not received by these dates then the previous quarter's advertisement will be rerun.

Terms and Conditions

Silly Yak Chat (SYC)

The Silly Yak Chat newsletter is produced quarterly by Coeliac WA and is distributed to over 2000 members. Distribution is scheduled for the second week each March, June, September and December.

The Member Services Officer is responsible for compiling and editing the newsletter with the assistance of the Executive Officer and Board.

The newsletter is printed by an external supplier.

The procedure for completing mail outs described in 16.4 Mail Outs applies to the distribution of the SYC.

Advertising in Silly Yak Chat

Advertising is accepted in the Silly Yak Chat subject to meeting appropriate conditions. All material must be accompanied by a signed booking form which includes a declaration confirming that the advertising material conforms to the requirements of the society.

- Advertising should be relevant to members. Coeliac WA reserves the right not to publish material inconsistent with the Policies and Procedures and those of Coeliac Australia.
- The crossed grain logo can only be used in advertisements by those companies that have a Coeliac Australia license for this.

- The nature and content of the advertising or sponsorship should contribute to the professional image of Coeliac WA.
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Silly Yak Bytes Email Advertising

This email newsletter is sent monthly to all members of Coeliac Western Australia who have provided their email address.

Please provide us with:

- **Ad Type 1**

- No more than 100 descriptive words details about your product or service. (Additionally, please include a heading/title)
- A picture/photo/logo which can be used to link to your website (a jpeg file no larger than 260 pixels wide x 260 pixels deep. If the file is larger, it will be resized).

or

- **Ad Type 2**

- A banner-style advertisement supplied as a jpeg (600 pixels wide x no larger than 600 pixels deep). If the ad is larger, it will be resized.
- A link to your website/email (where you would like the reader to be directed to upon clicking the ad).

The screenshot shows the top portion of an email newsletter. The header has a blue background with white text: "THE OFFICIAL MONTHLY EMAIL NEWSLETTER OF COELIAC WESTERN AUSTRALIA" and "silly yak bytes" in a large, lowercase font. The Coeliac Western Australia logo is on the right. Below the header, the date "Friday, 8 July 2011" is displayed. The main content area is divided into two sections. The first section, titled "Ad Type 1", explains that ads should be 260x260 pixels and include a call-to-action. A placeholder box shows "Your image / logo up to 260px (w) x up to 260px (d)". The second section, titled "Ad type 2", explains that banner ads are 600x600 pixels and should be in PDF format. The footer contains the Coeliac Western Australia logo, contact information (PO Box 726, Bentley WA 6982; Unit 2, 4 Queen Street, Bentley WA 6102), and phone/fax numbers (08 9451 9255; 08 9451 9266) and email/website (wa@coeliac.org.au; www.coeliac.org.au).

PO Box 726, Bentley WA 6982
Unit 2, 4 Queen Street, Bentley WA 6102

T 08 9451 9255 F 08 9451 9266
E wa@coeliac.org.au W www.coeliac.org.au

The Coeliac Society of Western Australia, Inc. trading as Coeliac Western Australia ABN 61 929 446 242

