



***"Leading the Way — the magazine for Office Professionals"***  
***Reaching over 5000 office professionals***

**Advertising Rates 2009**

**OVERVIEW**

The Australian Institute of Office Professionals [AIOP] is a professional, membership based association representing professional secretaries and administrators nationwide. The business community is strongly represented in a variety of areas by members.

"Leading the Way - the magazine for Office Professionals" is the Institute's link to its members on a national basis. It contains essential technical and educational information pertinent to all Australian office professionals.

"Leading the Way - the magazine for Office Professionals" is the only publication which reaches such a wide cross-section of office professionals.

**READER PROFILE AND CIRCULATION**

Office Professionals are responsible for making decisions on supplies for a wide range of office services and consumables. "Leading the Way — the magazine for Office Professionals" presents a great opportunity for your organisation to promote its services and image to this key group.

"Leading the Way — the magazine for Office Professionals" is distributed to AIOP members, with a current circulation of approximately 5,000. Those reached include management support staff, secretaries and administrators from both the private and public sectors.

**PUBLICATION DATES**

"Leading the Way - the magazine for Office Professionals" is published during May and November each year.

**BOOKING AND MATERIAL DEADLINES**

Closing date for advertising bookings	<b>May edition</b> – 27 February 2009
Advertising copy	Friday 13 March 2009

## DISPLAY ADVERTISING RATES

All prices quoted are net and will have the GST added.

### 4 Colour

FP - Back Cover	\$ 1,650 + GST
FP - Inside Back Cover	\$ 1,320 + GST
FP - Inside Front Cover	\$ 1,320 + GST
FP - Inside right hand page	\$ 1,100 + GST
One-half	\$ 660 + GST
One-quarter	\$ 440 + GST

### Mono

FP	\$ 825 + GST
One-half	\$ 440 + GST
One-third	\$ 275 + GST
One-quarter	\$ 220 + GST

- **Colour advertisements will appear on the back, inside front and inside back covers first.**
- **10% discount will apply for more than one booking per edition or for a booking in both editions.**

## OTHER ADVERTISING RATES

### Inserts

A4 or DL inserts which are printed and supplied by the advertiser may be included at a starting price of **\$750**. Rates for other sizes will be negotiated, based on weight and postage costs. Draft insert material must be submitted for approval at the time of booking. Printed insert material is to be delivered to our mailing house - timing and address for delivery will be provided once booking form has been received. Insert material must have a copy of the insert securely taped to the outside of each package and be clearly marked as an insert for AIO National Magazine. The boxes should also be marked of 1 of 2, 2 of 3 etc.

### Flysheet

"Leading the Way - the magazine for Office Professionals is mailed flat and plastic wrapped with an A4 flysheet. Half of the flysheet can be allocated to advertisers at a rate of **\$ 750**.

### Classified Rates

Classified advertisements of thirty words or less are available at a rate of **\$ 75** per insertion. Wording must be clearly submitted on the attached booking form.

## MATERIAL REQUIREMENTS

Material should be emailed direct to Liz Houston, Magazine Editor at [ilkhouston@bigpond.com](mailto:ilkhouston@bigpond.com) or provided on a CD and posted to:

AIOP National Magazine  
P O Box 311  
SUBIACO WA 6904

## PRINTERS REQUIREMENTS

The following specifications will enable advertisers to provide copy in the best possible way to assist with production of *Leading the Way, the magazine for Office Professionals*.

### Current specifications

#### BROMIDES

Bromides are acceptable for mono / black and white ads. For a professional, high quality reproduction, a bromide, rather than a laser copy must be supplied. Laser copies do not reproduce with the same clarification as a bromide.

#### PDF's

PDF files can also be used as long as the fonts have been embedded. There is an option in Acrobat Distiller which will allow you to embed them. If fonts cannot be embedded, the original file and images from which the PDF was made must be given to the designer.

#### SIZES

Please make sure that all original files have a reasonable amount of bleed – at least 4mm, especially when converting them to PDF's.

#### Trim Size

297 x 210 mm (A4)

#### Bleed Size

302 x 215 mm

#### Mechanical Data

"AIOP - the magazine for Office Professionals" is a 32 page publication.

#### Full Page

210 x 297 mm

#### 1/2 Page

180 x 130 mm

#### 1/3 Page

60 x 260 mm

#### 1/4 Page

90 x 120 mm

#### 1/8 Page

90 x 55 mm

## PHOTOGRAPHS

Any pictures, images or photos need to be a minimum of 300dpi. If a high resolution electronic version is not available, a good quality original photo or picture must be provided for scanning.

## OPTIONS

QuarkXPress or Photoshop files are preferable program files to be used, and can be emailed if small enough or burned to a CD if too large.

**CHARITY RATES**

25% discount applies to registered charitable organisations only.

**PREFERRED POSITION**

15% loading per advertisement. Preferred position must be specified at time of booking.

**CANCELLATIONS**

Cancellations will not be accepted after the booking date. Space will be charged, as booked, for cancelled or overdue material.

**TERMS**

Tax Invoices will be sent after distribution of "Leading the Way - the magazine for Office Professionals" and must be paid within fourteen (14) days of receipt of the invoice.

**POLICY**

Advertisements are accepted subject to the approval of the Editor and magazine committee, and contractual conditions where applicable.

**INDEMNITY**

It is the responsibility of the advertiser to ensure that advertisements comply with the Trade Practices Act, 1947 as amended. All advertisements are accepted for publication on the condition that the advertiser indemnifies the publisher and its servants against all actions, suits, claims, loss and/or damage resulting from anything published by the advertiser.

**Enquiries:**

Lynne Schickert FAIOP  
AIOF WA Division Office Manager/Editorial Member  
P O Box 311, Subiaco WA 6904

Ph: (08) 9381 9291 Fax: 9388 9291

Email: [jlkhouston@bigpond.com](mailto:jlkhouston@bigpond.com) (advertising copy) by Friday 13 March)

**[www.aiop.com.au](http://www.aiop.com.au)**