



## SEP NZ Advertising Costs

	SEP NZ Members	Non-member Physiotherapists		Non-Physiotherapists and Organisations	
		Full page	Half Page	Full Page	Half Page
<b>Priority Advertising</b>					
Page 3 of bulletin	-	\$900.00	-	\$900.00	-
Mid bulletin	-	\$675.00	-	\$675.00	-
<b>Product Advertising</b>	-	\$175	\$90	\$475	\$250
<b>Professional Development</b>					
Courses/Workshops	FREE (if member is the principal presenter and the course is not run by an organisation)	\$175 (if the PNZ member is the principal presenter and the course is not run by an organisation)	\$90 (if the PNZ member is the principal presenter and the course is not run by an organisation)	\$475	\$250
University/Tertiary Courses	-	-	-	\$475	\$250
Conferences	FREE	FREE	FREE	\$475	\$250
<b>Classifieds</b> (text only)	FREE	\$70 per advertisement			

All rates exclude 15% GST.

## Conditions of Advertising:

- Only Advertisements relevant to Sports and Orthopaedic Physiotherapy will be accepted (at the discretion of the Executive).
- All advertisements will be published in the SEPNZ bulletin as well as on the SEPNZ website. Priority advertising will be feature listed within the websites classified section.
- Advertisements will only be placed in the SEPNZ Bulletin, and on the website if they are received by the 20<sup>th</sup> of the month prior to publication (see deadlines below).
- Advertisements will only be placed in 1 edition of the SEPNZ Bulletin (published 2 monthly) unless specified otherwise at the time of advertisement request.
- All submitted advertisements will be posted on the SEPNZ website for a period of 2 months at which time they will be removed unless further advertisements are requested and paid.
- All advertising rates are in NZ\$ and exclude 15% GST (International advertisers should request a GST exclusive quote for advertising).
- Acceptance of a paid advertisement does not imply endorsement of the course, conference or product by SEPNZ. All advertisements will include an SEPNZ disclaimer to this effect.

## Publication Dates and Advertising Deadlines:

SEPNZ Bulletin is published electronically every 2 months.

Adverts should reach us by the **20<sup>th</sup> day** of the following months (for publication by the 20<sup>th</sup> of the following month):

- January (for Feb publication)
- March (for April publication)
- May (for June publication)
- July (for August publication)
- September (for October publication)
- November (for December publication)

## Format for Advertisements:

### Format:

Your advertisement should be sent in the following format:

- Word document: Arial – Font size 12 (maximum) - Text may be smaller than Font size 12.
- Alternatively a high-resolution .jpg file may be used. If sending a jpg file, please ensure that the image is clear and satisfactory when the image is re-sized to your required page size (full page or ½ page). SEPNZ cannot increase the resolution of images for reproduction and this may result in lower quality image reproduction.

### Information Required:

#### **Classifieds:**

- Location (City/Town/Province)
- Title of Position (if more than one position – please state)
- Company/Clinic name
- Anticipated start date
- Text of advertisement
  - Word limit
    - Members            250    (excluding contact details)
- Contact details
- Deadline for job applications

## **Format for Advertisements (continued):**

### **Courses/Workshops:**

- Name of Course/Workshop
- Location/Venue
- Dates
- Name(s) of presenter(s) and qualification/position
- Brief summary of content
- Cost
- Registration and information contact details.
- Website link if any other information available.
- NZCP accreditation (if approved or pending)

### **University/Tertiary Courses:**

Largely at the discretion of the Institution. Useful information may include:

- Name of Institution
- Name of Course and qualification (if relevant)
- Brief summary of Course
- Enrolment dates
- Contact details for course information
- Contact details for enrolment information.
- Website link if any other information available.

### **Conferences:**

- Name of Conference and organization
- Location/Venue
- Dates
- Brief summary of content including keynote speakers
- Other relevant information
- Cost
- Registration and information contact details
- Website link if available

### **Product Advertising:**

- Name of Company/Clinic
- Product/item details
- Brief item/product description
- Cost
- Contact/Supply details
- Website link (if available)
- Graphics accepted if they fit into the advertisement size required (full, half or ¼ page).