



AMBULANCE ACTIVE

THE OFFICIAL JOURNAL OF THE NATIONAL COUNCIL OF AMBULANCE UNIONS

MEDIA KIT



Queensland Ambulance Service

AMBULANCE ACTIVE

Ambulance Active is the official journal of the National Council of Ambulance Unions – a publication for paramedics, ambulance officers and members from related fields.

This bi-annual journal will include industrial, professional, public interest and campaign articles relating to the ambulance sector of the Australian emergency services and is a vital link between the National Council of Ambulance Unions and its members.

It is strategically produced for your area to support your local members and without funding from businesses like yours, it would be impossible to produce this quality publication.

All advertising assistance is gratefully received and is essential for the ongoing support of this publication and to continue the communication between the National Council of Ambulance Unions and its members.

Their objectives are to raise the status and advance the interests of the profession of ambulance-related services and represent the views and interests of members. They also aim to facilitate full interchange of concepts and techniques amongst various fields and promote research and development of emergency medical treatment generally.



St John Ambulance NSW

RATE CARD

Advertisement Size	Price
Full Page Cover Colour	\$3,850
Full Page Colour	\$2,904
Full Page Mono	\$2,541
Half Page Colour	\$2,310
Half Page Mono	\$1,925
Quarter Page Colour	\$1,452
Quarter Page Mono	\$1,210

All prices inclusive of 10% GST and does not include agency fees

COPIES PER EDITION: 10,000

READERSHIP: 15,000 (approx.)

JOURNAL SIZE: A4 portrait (210mm x 297mm)

FORMAT: Up to five different sponsor inserts to support local members with corporate sponsors in all copies.

DISTRIBUTION: All National Council of Ambulance Unions members.

- Two editions per year, (April and October).
- Artwork required six weeks prior to distribution date. (Final deadline)
- 10% discount applies to an annual commitment of two editions.

MECHANICAL SPECS

ACCEPTABLE MEDIA

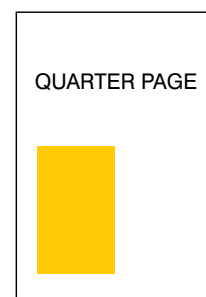
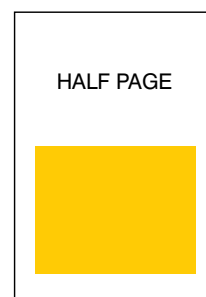
- Completed advertisements can be supplied using Quickcut/Adstream, a service provider for electronic delivery files. For more information regarding Quickcut/Adstream visit: <http://www.adstream.com>.
- When supplying advertising material via Quickcut, please ensure that the cover date and magazine name is entered. This will assist in keeping track of your advertisement.
- If not using Quickcut/Adstream artwork must be supplied electronically on CD or via email at the correct size.

FILE PREPARATION

- Artwork must be supplied as a high resolution (300 dpi) PDF, EPS or TIF file with all fonts embedded.
- Colour artwork must be CMYK - PMS spot colours and RGB images are unacceptable.
- Full page and cover ads must include 3mm bleed on all sides as well as crop marks.
- Ink Weight: 310%, Cover Stock: 150gsm
Inside Stock: 100gsm
- Publishers are not responsible for typesetting/artwork done on behalf of an advertiser.
- All copy is subject to the approval of the publishers (Countrywide Austral) and NCAU. The publishers reserve the right to reject or cancel any advertising at any time for any reason and will not be held responsible for unclaimed material after a period of three months from date of publication.

Ad Size	Trim Size (width x height)	Bleed Size (width x height)
Full Page Cover	210 x 297	216 x 303
Full Page	210 x 297	216 x 303
Half Page	190 x 131	N/A
Quarter Page	93 x 131	N/A

All measurements in millimetres



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