



NATIONAL EMERGENCY

RESPONSE

Official Journal of the Australian Institute of Emergency Services



MEDIA KIT



Queensland Ambulance Service

NATIONAL EMERGENCY

The Australian Institute of Emergency Services (AIES) aim is to provide a professional body for the study of the roles and functions of Emergency Services and Counter Disaster Organisations throughout Australia and to promote the advancement of professional standards in these and associated services.

Their objectives are to raise the status and advance the interests of the profession of counter disaster services and represent the views and interests of members. They also aim to facilitate full interchange of concepts and techniques amongst various agencies and promote research and development of emergency services generally.



Firefighters in Newcastle

RATE CARD

Advertisement Size	Price
Full Page Cover Colour	\$3,630
Full Page Colour	\$2,904
Full Page Mono	\$2,541
Half Page Colour	\$2,178
Half Page Mono	\$1,870
Quarter Page Colour	\$1,320
Quarter Page Mono	\$1,100

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

COPIES PER EDITION: 2,000

READERSHIP: 8,000 (approx.)

JOURNAL SIZE: A4 (210mm x 297mm)

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

DISTRIBUTION: Institute members representing Ambulance Service, Fire Service, Volunteer Rescue Associations, Health Medical and Nursing Services, Emergency Management Organisations, Police Service, SES and many other organisations.

- 4 editions per year.
- Artwork required 6 weeks prior to distribution date. (Final deadline)
- 10% discount applies to an annual commitment of 4 editions.

MECHANICAL SPECS

ACCEPTABLE MEDIA

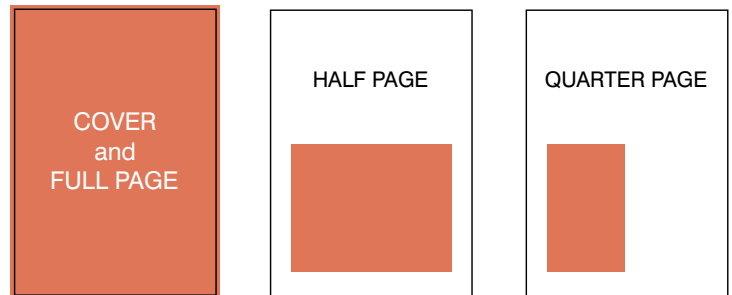
- Completed advertisements can be supplied using Quickcut/Adstream, a service provider for electronic delivery files. For more information regarding Quickcut/Adstream visit: <http://www.adstream.com>.
- When supplying advertising material via Quickcut, please ensure that the cover date and magazine name 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 AIES. 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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