

Advertising Fact Sheet

The Australian Businesswomen's Network is a dynamic organisation that provides business education for women across Australia and facilitates opportunities to network, learn and be inspired by role models and each other. *The Networker* is the primary print communication tool to members and the wider business community and gives you the opportunity to promote your organisation and or service through two main methods - body content advertising and mailout insertion.

About *The Networker*

Publication: Bimonthly
12 x A4 pages per issue

Circulation: 2,000

Deadlines for advertising

Deadlines for materials and advertising are as follows:

Issue	Deadline
Jan/Feb	26 November 2003
March/April	21 January 2004
May/June	18 March 2004
July/August	20 May 2004
September/October	22 July 2004
November/December	23 September 2004

Note: Each issue is released in the last week of the month prior to the issue date

Advertising Rates*

Advertising in the body of *The Networker* gives you the opportunity to get your business and or service known not only to members but also to the thousands of women who attend our events, as the publication is made available at all events throughout the year. *The Networker* is also included in all information packs requested from the Australian Businesswomen's Network.

Size of ad	Member	Non-member
Full page (190mm x 273mm)	\$605.00	\$715.00
1/2 page (190mm x 120mm)	\$324.50	\$379.50
1/4 page (120mm x 91mm)	\$198.00	\$231.00

* all rates include GST

Hot tips for a great advertisement

- We recommend that all advertisements use a 1 point black border.
- *The Networker* is a two colour publication and as such is unable to print any other colours than black and PMS 321. Please limit the colours in your advertising to either of these two colours.
- You must ensure final art separates to these plates.
- Artwork needs to be provided either as a hardcopy bromide or as a Quark 3.32 or 4 (Macintosh) file.
- All files need to be saved as EPS (with all fonts converted to paths), TIFF or JPG.
- All artwork needs to be saved at the highest setting of 300 dpi.
- A laser or colour print **MUST** accompany artwork supplied.
- Artwork can be supplied on floppy or zip disk, CD or can be emailed if file size allows.
- Design of ads can be arranged (charges do apply).

Mail Insert Advertising Rates*

With a specified market of women in business you can't go wrong with inserting your promotional material into our mailings. *The Networker* is mailed to members bi-monthly and extends your advertising opportunities. All materials should be delivered pre-folded to fit into a DL sized envelope (unless prior arrangements have been made with ABN).

No. of units	Set up fee (\$)	Members cost per item (\$)	Non-members cost per item (\$)
1- 300	\$55.00	45c	65c
301 - 1000	\$110.00	45c	65c
1001 - 2000	\$165.00	45c	65c

* all rates include GST

Other information for you

Should you have any further questions please feel free to contact any of the staff at the Australian Businesswomen's Network on 1300 720 120 to further clarify any queries. To take advantage of any of these advertising opportunities please complete the attached form and fax or send to the office.

Other opportunities to promote your business

During each year the Australian Businesswomen's Network presents events across Australia and opportunities are available to promote your business by exhibiting a display stand or inserting material into a showbag. Complete the form attached if this interests you and you will receive information when details are available.

Advertising Booking Form

Name _____ Company _____

Address _____ Postcode _____

Phone (Business) _____ Fax _____

Phone (Residential) _____ Other _____

Is this a business or residential address?

Advertisement Size:

- Full page (190mm x 273mm)
 Half page (190mm x 120mm)
 Quarter page (120mm x 91mm)

Member:

\$605.00
 \$324.50
 \$198.00

Non-member:

\$715.00
 \$379.50
 \$231.00

Issue:

March/April May/June July/August September/October November/December

Payment details:

I enclose a cheque/ money order (payable to Australian Businesswomen's Network) for \$ _____

Please charge my credit card \$ _____ Bankcard Visa M/Card Diners Amex

Card Number _____ Expiry _____ Signature _____

Note: Please enclose copy of advertisement with your payment

Mail Insert Booking Form

Name _____ Company _____

Address _____ Postcode _____

Phone (Business) _____ Fax _____

Phone (Residential) _____ Other _____

Is this a business or residential address?

No. of inserts:

- 1 - 300
 301 - 1000
 1001 - 2000

Set up fee (\$)

\$55.00
 \$110.00
 \$165.00

Member cost per item:

45c
 45c
 45c

Non-member cost per item:

65c
 65c
 65c

Issue:

March/April May/June July/August September/October November/December

City:

NSW Victoria Both NSW and Victoria

Payment details:

I enclose a cheque/ money order (payable to Australian Businesswomen's Network) for \$ _____

Please charge my credit card \$ _____ Bankcard Visa M/Card Diners Amex

Card Number _____ Expiry _____ Signature _____

Note: Please enclose copy of your insert with payment

Yes, I would like to receive more information about exhibiting a display stand and/or inserting information into a showbag at events throughout the year



Return with payment to: Australian Businesswomen's Network,
 PO Box 122, Rosebery NSW 1445 Phone: 1300 720 120 Fax: 1300 720 121
 Email: info@abn.org.au Website: www.inspiringwomen.com.au