



Australian Library and  
Information Association



# Media Kit 2021

Connect directly with Australia's  
library and information professionals.

**Advertise with ALIA**

For advertising enquiries please contact:

**Christina Granata**  
**events@alia.org.au**  
Ph: (02) 6215 8214



# HOW TO REACH AUSTRALIA'S LIBRARY AND INFORMATION PROFESSIONALS EFFECTIVELY

## INCITE the magazine of the profession

As the official magazine of the industry's peak membership body in Australia, **INCITE** is produced for – and by – the best proponents of the library and information sector. Members of the Australian Library and Information Association (ALIA) write for us in every issue, along with selected invited contributors from the sector and allied fields.

**INCITE** is read by those just starting out right through to those holding the highest positions in the profession. It is read across all sectors of the industry and, because it is the members' magazine, our advertisers benefit from a strong sense of ownership among our readers.

## Currently our membership is made up from



**86%**  
Personal memberships



**14%**  
Institutional/corporate membership

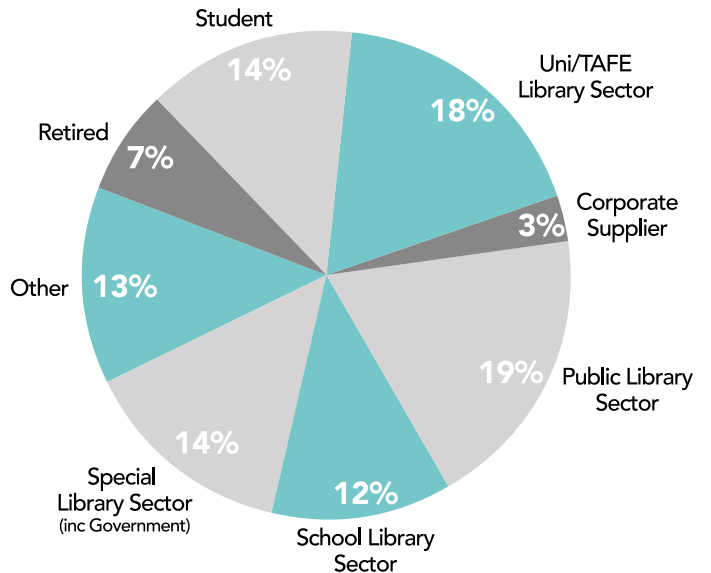


**63%**  
Personal memberships hold professional memberships (ie. they hold an ALIA accredited qualification)



**18%** Student memberships

## ALIA MEMBERSHIP BY SECTOR



## ALIA MEMBERSHIP BY STATE

New South Wales	29%
Victoria	25%
Queensland	16%
Western Australia	10%
South Australia	7%
ACT	6%
Tasmania	3%
Northern Territory	2%

## Facts & Figures

6 ISSUES PER YEAR

4,800 PAID COPIES DISTRIBUTED EVERY EDITION.

OVER 20,000 ESTIMATED READERS PER MONTH from all sectors and spheres both in Australia and overseas.

EVERY EDITION OF INCITE IS AVAILABLE TO ALIA MEMBERS to read online, with all issues archived including live links.



# INCITE features in 2021

In 2021, **INCITE** will be running a series of features on topics and issues at the forefront of the sector. We will also report on the latest innovations and share advice from practitioners nationally across all sectors, for every career stage and every interest, including education, digital, future innovations and more.



## AMONG OUR FEATURES PLANNED FOR 2021 ARE:

		BOOKING DEADLINE:	ARTWORK DEADLINE:
JANUARY/FEBRUARY	Qualifications	24 November 2020	1 December 2020
MARCH/APRIL	Education (Digital only issue)	27 January 2021	2 February 2021
MAY/JUNE	Open Space	16 March 2021	23 March 2021
JULY/AUGUST	I Believe (Digital only issue)	25 May 2021	1 June 2021
SEPTEMBER/OCTOBER	Imagining the Future	20 July 2021	27 July 2021
NOVEMBER/DECEMBER	Risk (Digital only issue)	28 September 2021	5 October 2021

# ALIA WEEKLY e-newsletter

**ALIA Weekly** is our prime news reporting eservice.

Published weekly every Wednesday, ALIA Weekly tracks the latest trends and news from across the sector. It's the best place to advertise special events and get your message across fast.

**ALIA Weekly** is automatically sent to all members and is also available on open subscription, currently reaching over 11,000 active LIS professionals and other subscribers every week.

ALIA WEEKLY  
REACHES OVER  
**11,000**  
SUBSCRIBERS  
WEEKLY



# PRINT ADVERTISING

## Sizes & Costs

**SPECIAL PLACEMENT:**  
A LOADING OF 10% APPLIES TO SPECIAL PAGE OR POSITION PLACEMENT OF ADVERTISEMENTS WHERE AVAILABLE.

### DISPLAY ADVERTISING SIZES

Description	Print measurement (mm)	Digital measurement (px)
Full page	210(w) x 297(d) (220 x 307 including 5mm bleed)	1535(w) x 2046(d)
1/2 page (v)	87(w) x 257(d)	670(w) x 1825(d)
1/2 page (h)	180(w) x 125.5(d)	1375(w) x 960(d)
Directory listing (1/8 page)	87(w) x 62.75(d) or 43.5(w) x 125.5(d). ALIA will choose the size depending on layout requirements.	670(w) x 480(d) or 335(w) x 960(d). ALIA will choose the size depending on layout requirements.

### PREPARING YOUR FILE

Printed issue	Digital issue
Press ready PDF in CMYK at 300 DPI. Include bleed without crop marks.	PDF in RGB at 150 DPI. No bleed, no crop marks.

### 2021 DISPLAY ADVERTISING RATES (INC GST)

Description	Casual	2x	4x	6x
Full page	\$1,000	\$950	\$850	\$800
1/2 page	\$550	\$525	\$475	\$450
Directory listing (1/8 page)	\$150	\$140	\$130	\$120

The rates displayed on this page apply to general advertisers. If you are an ALIA member, you will qualify for a discount for *INCITE* advertising. Please contact **Christina Granata** at [events@alia.org.au](mailto:events@alia.org.au) for more information.

These rates apply for advertising only. Additional charges will apply for design, typesetting, resetting, and corrections to provided material. No surcharge is made for colour, however PMS (Pantone) colours must be converted to CMYK before submitting artwork.

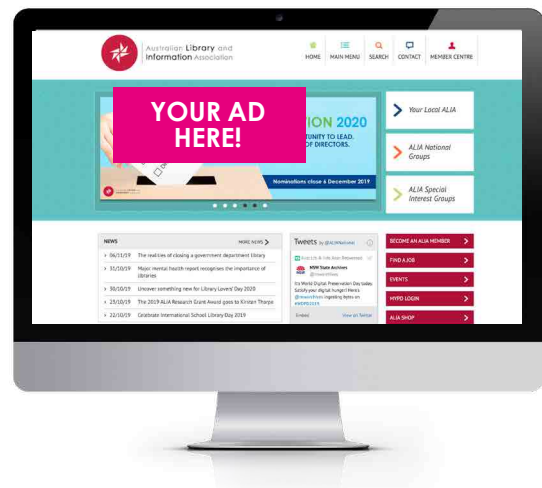
Prices quoted are GST inclusive. If applicable, advertisers should quote their ABN upon booking to claim any GST credits.

# ALIA WEBSITE ADVERTISING Sizes & Costs

Our members rely on the ALIA website as a comprehensive resource and there are now opportunities to advertise on our most frequently visited pages.

Contact **Christina Granata** at [events@alia.org.au](mailto:events@alia.org.au) or call (02) 6215 8214 to discuss website advertising options to suit your marketing needs.

The ALIA website has approximately 25,000 visitors a month.



## ONLINE ADVERTISING SIZES AND SPECIFICATIONS

Description	Measurement (Pixels)	Format	Rate
Banner Ad	733(w) x 271(d)	jpg	\$1,100 Inc GST for a two week period

- Must include the word 'Advertisement'
- Maximum of two ads at a time
- Banner order to be determined by ALIA

- Artwork subject to approval by ALIA
- Must start and end on a week day

## MATERIAL DELIVERY AND DEADLINE

Please email material to **Christina Granata** at [events@alia.org.au](mailto:events@alia.org.au) no later than **five days prior** to starting date



# ALIA ADVERTISING Booking Contract 2021



Australian Library and  
Information Association

ALIA Member:  No  Yes Membership number: .....

Company:..... Date: .....

Address:.....

Billing address:.....

Booking contact name: ..... Phone: .....

Email: ..... Fax: .....

Send complimentary copy of *INCITE*

## INCITE DISPLAY ADVERTISING

### SPECIFY THE MONTH/S YOU WISH YOUR ADVERTISEMENT TO APPEAR

- January / February 2021       March / April 2021       May / June 2021  
 July / August 2021       September / October 2021       November / December 2021

### SIZE

- Full page (210mm x 297mm plus 3mm bleed)       Back cover (210mm x 297mm plus 3mm bleed)  
 Half page vertical (87mm x 257mm)       Half page horizontal (180mm x 125.5mm)  
 Directory Listing (87mm x 62.75mm or 43.5mm x 125.5mm)

### SPECIAL PLACEMENT INSTRUCTIONS FOR ADVERTISING

Positioning:.....(Please note: specific advertising positioning requests attract a 10% surcharge.)

### ARTWORK TYPE

- New material       Repeat material - repeat artwork exactly as per issue (date).....

Please refer to advertising deadlines in features list on page 3. Artwork is to be emailed to **Christina Granata** at **events@alia.org.au** as a **press ready PDF in CMYK at 300 DPI for print issues** and a **PDF in RGB at 150 DPI for digital issues of INCITE**.

ADVERTISEMENT SIZE AND TYPE	CASUAL	2 ISSUES	4 ISSUES	FULL YEAR
<b>Full page</b>	\$1,000	\$950	\$850	\$800
<b>Half page vertical</b>	\$550	\$525	\$475	\$450
<b>Half page horizontal</b>	\$550	\$525	\$475	\$450
<b>Directory Listing</b>	\$150	\$140	\$130	\$120

Special rates approved by ALIA (if applicable).....



## ALIA WEEKLY ADVERTISING

SPECIFY THE WEEK/S YOU WISH YOUR ADVERTISEMENT TO APPEAR											
JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
Jan 6 <input type="checkbox"/>	Feb 3 <input type="checkbox"/>	Mar 3 <input type="checkbox"/>	Apr 7 <input type="checkbox"/>	May 5 <input type="checkbox"/>	Jun 2 <input type="checkbox"/>	Jul 7 <input type="checkbox"/>	Aug 4 <input type="checkbox"/>	Sep 1 <input type="checkbox"/>	Oct 6 <input type="checkbox"/>	Nov 3 <input type="checkbox"/>	Dec 1 <input type="checkbox"/>
Jan 13 <input type="checkbox"/>	Feb 10 <input type="checkbox"/>	Mar 10 <input type="checkbox"/>	Apr 14 <input type="checkbox"/>	May 12 <input type="checkbox"/>	Jun 9 <input type="checkbox"/>	Jul 14 <input type="checkbox"/>	Aug 11 <input type="checkbox"/>	Sep 8 <input type="checkbox"/>	Oct 13 <input type="checkbox"/>	Nov 10 <input type="checkbox"/>	Dec 8 <input type="checkbox"/>
Jan 20 <input type="checkbox"/>	Feb 17 <input type="checkbox"/>	Mar 17 <input type="checkbox"/>	Apr 21 <input type="checkbox"/>	May 19 <input type="checkbox"/>	Jun 16 <input type="checkbox"/>	Jul 21 <input type="checkbox"/>	Aug 18 <input type="checkbox"/>	Sep 15 <input type="checkbox"/>	Oct 20 <input type="checkbox"/>	Nov 17 <input type="checkbox"/>	Dec 15 <input type="checkbox"/>
Jan 27 <input type="checkbox"/>	Feb 24 <input type="checkbox"/>	Mar 24 <input type="checkbox"/>	Apr 28 <input type="checkbox"/>	May 26 <input type="checkbox"/>	Jun 23 <input type="checkbox"/>	Jul 28 <input type="checkbox"/>	Aug 25 <input type="checkbox"/>	Sep 22 <input type="checkbox"/>	Oct 27 <input type="checkbox"/>	Nov 24 <input type="checkbox"/>	Dec 22 <input type="checkbox"/>
		Mar 31 <input type="checkbox"/>			Jun 30 <input type="checkbox"/>			Sep 29 <input type="checkbox"/>			

**ADVERTISEMENT TYPE**

North Banner       South Banner       Sidebar advertisement       Text with link

**ARTWORK TYPE**

New material       Repeat material - repeat artwork exactly as per issue (date).....

**SIZES AND FORMATS**

DESCRIPTION	MEASUREMENT	FORMAT
<b>North Banner</b> <i>One available per week appears above the 'International News'.</i>	564 x 170 pixels	JPG with link supplied
<b>South Banner</b> <i>One available per week appears below the Text with link space.</i>	564 x 170 pixels	JPG with link supplied
<b>Sidebar square</b> <i>Maximum 3 spaces available per week.</i>	160 x 160 pixels	JPG with link supplied
<b>Standard newsletter text</b> <i>Appears at bottom of email, includes one heading and one link, maximum 5 spaces available per week.</i>	Max 250 characters	Word document with embedded links

**MATERIAL DELIVERY AND DEADLINE**

Please email material to **Christina Granata** at [events@alia.org.au](mailto:events@alia.org.au) no later than **five days prior** to starting date

**BANNER RATES**

NORTH BANNER		SOUTH BANNER	
Casual	\$615 each	Casual	\$460 each
4 Issues	\$565 each	4 Issues	\$420 each

SIDEBAR RATES		TEXT WITH LINK RATE	
Casual	\$305 each	Casual	\$110
Member rate*	\$275 each		
4 Issues	\$275 each		

## ALIA WEBSITE ADVERTISING

Desired start date:..... Desired end date:.....

1 x Banner Ad - \$1100 inc GST per Burst      Total Cost:.....

## ADVERTISING TERMS AND CONDITIONS

The Publisher is the Australian Library and Information Association. Confirmation by the advertiser or agency of the booking on this ALIA Booking Contract outlining the advertising schedule is considered the contract. **Indemnity:** It is the responsibility of the advertiser to ensure that advertisements comply with the Trade Practices Act 1974 as amended. All advertisements are accepted for publication on the condition that the advertiser indemnifies the publisher and its servants against all actions, lawsuits, claims, loss and/or damages resulting from any material published on behalf of the advertiser. **Acceptance:** The Publisher reserves the right to reject any advertisement or copy considered offensive or outside advertising standards and regulations. The word 'advertisement' will be placed above or below copy which in the publisher's opinion resembles editorial. **Advertising standards:** Advertisements submitted to ALIA are subject to approval by the Publisher. Advertisers are responsible for ensuring that advertisements comply with commonwealth and state laws. **Cancellations:** Cancellations may be accepted up to 60 days prior to the booking deadline at no charge. Advertisements cancelled after 60 days and before the booking deadline will incur a 5% penalty. Advertisements cancelled on the booking deadline will incur a 50% penalty. Advertisements cancelled after the booking deadline will incur a 100% penalty. **Artwork:** Artwork requiring resizing to fit the stated size of the booked space will incur a \$150/hr design charge. **Invoicing:** ALIA invoices all advertising following distribution of the issue in which the advertising is booked.

## BOOKING CONFIRMATION

Name:..... Position:.....

Signature:..... Date:.....

## EMAIL THIS FORM TO

**Christina Granata** at [events@alia.org.au](mailto:events@alia.org.au). All enquiries, phone (02) 6215 8214. NB agencies please note that INCITE does not offer commissions. **Payment terms are strictly 14 days. For invoices paid beyond the 14 day period ALIA may impose a late interest penalty at the rate of 1% above the current long term bond rate.**