



Australian Library and  
Information Association

# Media Kit 2018



Connect directly with  
Australia's library and  
information professionals.

**Advertise with ALIA**

For advertising enquiries please contact:

Linda Jackway

Email: [ljackway@hwrmedia.com.au](mailto:ljackway@hwrmedia.com.au)

Ph: (08) 8379 9522 | Fax: (08) 8379 9735

[www.hwrmedia.com.au](http://www.hwrmedia.com.au)

**HWR**

Media & Communications

engage and connect

# 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

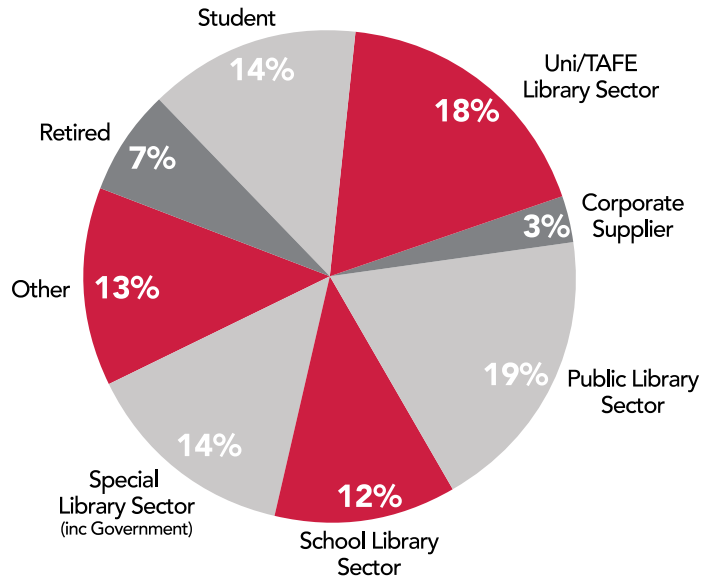


**63%**  
Personal memberships hold professional memberships (ie. they hold an ALIA accredited qualification)



**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 PLUS FEATURE LIFTOUTS**  
for continued campaigns and exposure

**4,000 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 2018

In 2018, **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 2018 ARE:

PERIOD	FEATURE	DEADLINES:
JANUARY/FEBRUARY	Advocate for libraries	21 November 2017
MARCH/APRIL	Libraries in the post truth society	23 January 2018
MAY/JUNE	International affairs	27 March 2018
JULY/AUGUST	Reach out	22 May 2018
SEPTEMBER/OCTOBER	Lifelong learning	24 July 2018
NOVEMBER/DECEMBER	The library of things	25 September 2018

# 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 9,000 active LIS professionals and other subscribers every week.

**ALIA WEEKLY  
REACHES OVER  
9,000  
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	Measurement (mm)
Full page	210(w) x 297(d) (220 x 307 including 5mm bleed)
1/2 page (v)	87(w) x 257(d)
1/2 page (h)	180(w) x 125.5(d)
1/4 page (v)	87(w) x 125.5(d)

### 2018 DISPLAY ADVERTISING RATES

Description	Casual	2x	4x	6x
Covers	\$2,635	\$2,330	\$2,050	\$1,775
Full page	\$2,180	\$2,010	\$1,740	\$1,520
1/2 page	\$1,095	\$995	\$880	\$760
1/4 page	\$575	\$510	\$470	\$405

### INSERTS

Distribution	Rate	Distribution	Rate
National (Including overseas)	\$2,415	South Australia	\$425
NSW/ACT	\$965	Tasmania	\$425
Northern Territory	\$425	Victoria	\$965
Queensland	\$485	Western Australia	\$425

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 Linda Jackway at [ljackway@hwrmedia.com.au](mailto:ljackway@hwrmedia.com.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 ADVERTISING Booking Contract 2018



Australian Library and  
Information Association

ALIA Member:  No  Yes      Membership number:.....  
 Company:..... Date:.....  
 Address:.....  
 Billing address:.....  
 Booking contact name:..... Email:.....  
 Phone:..... Fax:.....

Send complimentary copy of *INCITE*

## INCITE DISPLAY ADVERTISING

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

- January / February 2018       March / April 2018       May / June 2018  
 July / August 2018       September / October 2018       November / December 2018  
 LIS Education Handbook (included in Nov/Dec edition)

### 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)  
 Quarter page (87mm 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).....

GENERAL ADVERTISING: Please refer to advertising deadlines in features list on page 3. Artwork is to be emailed to Linda Petersen as a press ready PDF in CMYK at 300 DPI.

ADVERTISEMENT SIZE AND TYPE	CASUAL	2 ISSUES	4 ISSUES	FULL YEAR
<b>Full page</b> (210mm x 297mm with 3mm bleed)	\$2,180	\$2,010	\$1,740	\$1,515
<b>Half page vertical</b> (87mm x 257mm)	\$1,095	\$995	\$880	\$760
<b>Half page horizontal</b> (180mm x 125.5mm)	\$1,095	\$995	\$880	\$760
<b>Quarter page</b> (87mm x 125.5mm)	\$575	\$510	\$480	\$405
<b>Back cover</b> (210mm x 297mm with 3mm bleed)	\$2,625	\$2,330	\$2,050	\$1,770

## INCITE INSERTS

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

- January / February 2018       March / April 2018       May / June 2018  
 July / August 2018       September / October 2018       November / December 2018

### SPECIFY THE STATES/ OR NATIONAL YOU WISH YOUR INSERT TO APPEAR

- National       NSW/ACT       NT       QLD  
 SA       VIC       TAS       WA

### INSERTS

<b>National</b>	\$2,415	<b>SA</b>	\$425	<b>NT</b>	\$425	<b>TAS</b>	\$425
<b>NSW/ACT</b>	\$965	<b>VIC</b>	\$965	<b>QLD</b>	\$485	<b>WA</b>	\$425

**INSERTS:** Inserts to be delivered by the 15th of the month prior to the cover date of the booked issue to:

**Bluestar Web, Attention: Lauren Stivala, Unit 3/83 Derby Street, Silverwater NSW 2128**

(Only one insert booking available per issue).

**INSERT DELIVERIES MUST BE LABELLED WITH THE INCITE INSERT DELIVERY NOTICE,**

available from HWR Media by emailing Linda Jackway at [ljackway@hwrmedia.com.au](mailto:ljackway@hwrmedia.com.au)

# 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 3 <input type="checkbox"/>	Feb 7 <input type="checkbox"/>	Mar 7 <input type="checkbox"/>	Apr 4 <input type="checkbox"/>	May 2 <input type="checkbox"/>	Jun 6 <input type="checkbox"/>	Jul 4 <input type="checkbox"/>	Aug 1 <input type="checkbox"/>	Sep 5 <input type="checkbox"/>	Oct 3 <input type="checkbox"/>	Nov 7 <input type="checkbox"/>	Dec 5 <input type="checkbox"/>
Jan 10 <input type="checkbox"/>	Feb 14 <input type="checkbox"/>	Mar 14 <input type="checkbox"/>	Apr 11 <input type="checkbox"/>	May 9 <input type="checkbox"/>	Jun 13 <input type="checkbox"/>	Jul 11 <input type="checkbox"/>	Aug 8 <input type="checkbox"/>	Sep 12 <input type="checkbox"/>	Oct 10 <input type="checkbox"/>	Nov 14 <input type="checkbox"/>	Dec 12 <input type="checkbox"/>
Jan 17 <input type="checkbox"/>	Feb 21 <input type="checkbox"/>	Mar 21 <input type="checkbox"/>	Apr 18 <input type="checkbox"/>	May 16 <input type="checkbox"/>	Jun 20 <input type="checkbox"/>	Jul 18 <input type="checkbox"/>	Aug 15 <input type="checkbox"/>	Sep 19 <input type="checkbox"/>	Oct 17 <input type="checkbox"/>	Nov 21 <input type="checkbox"/>	
Jan 24 <input type="checkbox"/>	Feb 28 <input type="checkbox"/>	Mar 28 <input type="checkbox"/>	Apr 25 <input type="checkbox"/>	May 23 <input type="checkbox"/>	Jun 27 <input type="checkbox"/>	Jul 25 <input type="checkbox"/>	Aug 22 <input type="checkbox"/>	Sep 26 <input type="checkbox"/>	Oct 24 <input type="checkbox"/>	Nov 28 <input type="checkbox"/>	
Jan 31 <input type="checkbox"/>				May 23 <input type="checkbox"/>			Aug 29 <input type="checkbox"/>		Oct 31 <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>	Maximum 250 characters	Word document with embedded links

## MATERIAL DELIVERY AND DEADLINE

Please email material to [ljackway@hwrmedia.com.au](mailto:ljackway@hwrmedia.com.au) no later than **five days prior** to starting date

## BANNER RATES

### NORTH BANNER

Casual	\$615 each
4 Issues	\$565 each
8 Issues	\$460 each
12 Issues	\$410 each
1 Issue with INCITE booking	\$565 each
4 Issues with INCITE booking	\$410 each

### SOUTH BANNER

Casual	\$460 each
4 Issues	\$420 each
8 Issues	\$350 each
12 Issues	\$310 each
1 Issue with INCITE booking	\$420 each
4 Issues with INCITE booking	\$310 each

## SIDEBAR RATES

Casual	\$305 each
Member rate*	\$275 each
4 Issues	\$275 each
8 Issues	\$225 each
12 Issues	\$200 each
1 Issue with INCITE booking	\$275 each
4 Issues with INCITE booking	\$200 each

## TEXT WITH LINK RATE

Casual	\$110
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## 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 OR FA THIS FORM TO

Linda Jackway, HWR Media and Communications (08) 8379 9735 OR email [ljackway@hwrmedia.com.au](mailto:ljackway@hwrmedia.com.au)

All enquiries, phone Linda on (08) 8379 9522. NB agencies please note that INCITE does not offer commissions.

Payment terms are strictly 14 days. For invoices payed beyond the 14 day period ALIA may impose a late interest penalty at the rate of 1% above the current long term bond rate.

# ALIA WEBSITE advertising

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 **Linda Jackway** at HWR Media & Communications to discuss website advertising options to suit your marketing needs.



## ONLINE ADVERTISING SIZES AND SPECIFICATIONS

Description	Measurement (Pixels)	Format	Rate
Banner Ad	733(w) x 271(d)	jpg	\$1,050 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 [ljackway@hwrmedia.com.au](mailto:ljackway@hwrmedia.com.au) no later than **five days prior** to starting date

# BOOKING CONTRACT 2018

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

Company:.....      Date:.....

Address:.....

Billing address:.....

Booking contact name:.....      Email:.....

Phone:.....      Fax:.....

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

1 x Banner Ad - \$1050 inc GST per Burst      Total Cost:.....

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## BOOKING CONFIRMATION

Name:.....      Position:.....

Signature:.....      Date:.....

## FAX THIS FORM TO

Linda Jackway, HWR Media and Communications (08) 8379 9735 OR email [ljackway@hwrmedia.com.au](mailto:ljackway@hwrmedia.com.au)

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