



Advertising Rates for ALCA Ltd Publications

To advertise in ALCA publications:

All advertising copy must be in compliance with WHO Code provisions and the "Australian Agreement on the Marketing of Breastmilk Substitutes".

- Send a copy of the intended advertisement and camera ready artwork to the ALCA National Office for approval by the Board.
- On approval all finalised advertisements must be sent to National Office at least 4 weeks prior to the expected printing date of the publication.
- The enclosed Advertising Contract outlines ALCA Ltd's terms and conditions. On acceptance of these terms the attached form is to be signed in duplicate and original returned to National Office.

The advertising rates are set out below.

Galaxy: per issue

(This journal is published 3 times per year – March, July, November)

\$1200 b/w full page advertisement (70% loading back cover)
\$600 b/w half page advertisement
\$300 b/w quarter page advertisement

INSERTS – per issue only --

A4 = \$440 (gst incl) with you providing the printed copies

DL = \$220 (gst incl) with you providing the printed copies

2008 ALCA Members' Directory – this is a CD provided to members and has a 'shelf life' of 12 months:

\$1200 b/w full page advertisement (70% loading inside front cover, 50% loading back cover, 30% loading inside back cover)
\$600 b/w half page advertisement
\$300 b/w quarter page advertisement

(Prices quoted are ex-GST – GST will be applied at the rate of 10% and a Tax Invoice will be issued)

AUSTRALIAN LACTATION CONSULTANTS' ASSOCIATION LTD

Postal Address: PO Box 4248, Manuka, ACT 2603

Phone: (02) 6260 3099 Fax: (02) 6282 7191

Email: info@alca.asn.au