



national
electrical and
communications
association

NECA NEWS

Australia-wide Advertising Rate Card



Australia-wide Advertising Rate Card

NECA produces four local magazines that are distributed to our Australia-wide membership. There are generally six issues per year – but this can vary slightly state-by-state. The NSW-produced magazine covers news and updates from NSW, the ACT, QLD and TAS. The other three magazines are state-specific: WA, SA and VIC. We are now able to offer a discounted rate of 10% to any advertiser who books advertising in three of the four magazines, and a 15% discount to any advertiser who chooses to go into all four magazines. Australia-wide, or multi-state bookings can be made through any of our state chapters or via the NECA national marketing team (see the contacts box on page 3)

Front cover

NSW, QLD, ACT & TAS: 210mm (w) x 235mm (h)

FC	Rates (per issue - excl. GST)	Annual Rate (per issue x6)
	SA:	n/a
	WA:	n/a
	VIC:	n/a
	NSW, QLD, ACT & TAS:	\$5,500 n/a

Back cover

SA, WA, NSW, QLD, ACT & TAS: 210mm (w) x 297mm (h)

VIC: 210mm (w) x 273mm (h)

BC	Rates (per issue - excl. GST)	Annual Rate (per issue x6)
	SA:	n/a
	WA:	\$2,100 \$1,900
	VIC:	\$1,750 n/a
	NSW, QLD, ACT & TAS:	\$3,500 \$2,900

Full page

SA, WA, NSW, QLD, ACT & TAS: 210mm (w) x 297mm (h)

VIC: 210mm (w) x 273mm (h)

FP	Rates (per issue - excl. GST)	Annual Rate (per issue x6)
	SA:	\$450 n/a
	WA:	\$1,800 \$1,650
	VIC:	\$1,000 n/a
	NSW, QLD, ACT & TAS:	\$3,200 \$2,700

A4 inserts

SA, WA, NSW, QLD, ACT & TAS: 210mm (w) x 297mm (h)

VIC: 210mm (w) x 273mm (h)

A4 INSERT	Rates (per issue - excl. GST)	Annual Rate (per issue x6)
	SA:	\$500 n/a
	WA:	\$1,250 \$1,100
	VIC:	\$400 n/a
	NSW, QLD, ACT & TAS:	POA POA

Half page

SA, WA, NSW, QLD, ACT & TAS: 210mm (w) x 148mm (h)

VIC: 210mm (w) x 136mm (h) or 105mm (w) x 273mm (h)

WA: 105mm (w) x 297 (h) - (vertical option)

	Rates (per issue - excl. GST)	Annual Rate (per issue x6)
	SA:	\$260 n/a
	WA:	\$1,250 \$1,100
	VIC:	\$750 n/a
	NSW, QLD, ACT & TAS:	\$2,500 \$2,085

Third page

SA, NSW, QLD, ACT & TAS: 210mm (w) x 90mm (h)

NSW, QLD, ACT & TAS: 180mm (w) x 100mm (h)

	Rates (per issue - excl. GST)	Annual Rate (per issue x6)
	SA:	\$220 n/a
	WA:	n/a n/a
	VIC:	n/a n/a
	NSW, QLD, ACT & TAS:	\$2,100 \$1,750

Quarter page

SA, WA: 105 (w) x 148 (h) VIC: 88 (w) x 100 (h)

NSW, QLD, ACT & TAS: 180 (w) x 65 (h) or 90 (w) x 130 (h)

	Rates (per issue - excl. GST)	Annual Rate (per issue x6)
	SA:	\$175 n/a
	WA:	\$700 \$650
	VIC:	\$500 n/a
	NSW, QLD, ACT & TAS:	\$1,900 \$1,600

Double page spread

SA, WA, NSW, QLD, ACT & TAS: 210mm (w) x 297mm (h) x 2

VIC: 210mm (w) x 273mm (h) x 2

DPS	Rates (per issue - excl. GST)	Annual Rate (per issue x6)
	SA:	n/a n/a
	WA:	n/a n/a
	VIC:	n/a n/a
	NSW, QLD, ACT & TAS:	\$4,500 \$3,750

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Inside front cover

SA, WA, 210mm (w) x 297mm (h)

VIC: 210mm (w) x 273mm (h)

NSW, QLD, ACT & TAS: 210mm (w) x 297mm (h) x 2 - Double Page

	Rates (per issue - excl. GST)	Annual Rate (per issue x6)
SA:	n/a	n/a
WA:	\$2,000	\$1,850
VIC:	\$1,500	n/a
NSW, QLD, ACT & TAS:	\$5,500	n/a

Inside back cover

SA, WA, NSW, QLD, ACT & TAS: 210mm (w) x 297mm (h)

VIC: 210mm (w) x 273mm (h)

	Rates (per issue - excl. GST)	Annual Rate (per issue x6)
SA:	n/a	n/a
WA:	\$2,000	\$1,850
VIC:	\$1,500	n/a
NSW, QLD, ACT & TAS:	\$3,300	\$2750

Advertorial full page

SA, WA, NSW, QLD, ACT & TAS: 210mm (w) x 297mm (h)

VIC: 210mm (w) x 273mm (h)

	Rates (per issue - excl. GST)	Annual Rate (per issue x6)
SA:	n/a	n/a
WA:	n/a	n/a
VIC:	n/a	n/a
NSW, QLD, ACT & TAS:	\$3,400	\$2,800

Advertorial half page

SA, WA, NSW, QLD, ACT & TAS: 210mm (w) x 148mm (h)

VIC: 210mm (w) x 136mm (h)

	Rates (per issue - excl. GST)	Annual Rate (per issue x6)
SA:	n/a	n/a
WA:	n/a	n/a
VIC:	n/a	n/a
NSW, QLD, ACT & TAS:	\$2,700	\$2,250

NECA News State Distribution Comparison - 2016

State	Issue	Booking Deadline	Material Deadline	Distributed	Distribution
South Australia Contact: Leah Boyce leah.boyce@necasa.asn.au 0402 384 999	Mar/Apr	29 February	7 March	Late March	550
	May/Jun	2 May	9 May	Late May	
	Jul/Aug	4 July	11 July	Late July	
	Sept/Oct	5 September	12 September	Late September	
	Nov/Dec	31 October	7 November	Late November	
Western Australia Contact: Aimee Hills aimee.hills@necawa.asn.au (08) 6241 6145	Mar/Apr	25 March	1 April	Late April	2,000
	May/Jun	27 May	3 June	Late June	
	Jul/Aug	29 July	5 August	Late August	
	Sept/Oct	30 September	7 October	Late October	
	Nov/Dec	18 November	25 November	Mid December	
Victoria Contact: Eunice Pan Eunice.pan@neca.asn.au 0437 545 131	Mar/Apr	8 March	14 March	5 April	1,400
	May/Jun	9 May	13 May	7 June	
	Jul/Aug	8 July	13 July	9 August	
	Sept/Oct	8 September	13 September	4 October	
	Nov/Dec	8 November	14 November	6 December	
NSW, QLD, ACT & TAS* Contact: Elizabeth Lombardo elizabeth.lombardo@neca.asn.au 02 9021 9613 Note: Please contact for member rates	Mar/Apr	22 January	5 February	1 March	11,000*
	May/Jun	25 March	4 April	2 May	
	Jul/Aug	20 May	27 May	1 July	
	Sept/Oct	22 July	29 July	1 September	
	Nov/Dec	23 September	30 September	1 November	

National Enquires Contact: Barry Jackson. Email: barry.jackson@neca.asn.au Phone: 02 9962 6904 Mobile: 0457 250 187

*Audited Media Association of Australia – CAB. -- <http://www.auditedmedia.org.au>