



national
electrical and
communications
association

ADVERTISING 2018



**BUSINESS
GROWTH
MADE EASY**

Australia-wide Rate Card

www.neca.asn.au





national
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communications
association

NECA NEWS

Australia-wide Advertising Rate Card

NECA produces three printed magazines that are distributed to our Australia-wide membership, according to their state.

- Combined states (New South Wales, Australian Capital Territory, Queensland, Tasmania, South Australia & Northern Territory)
- Victoria
- Western Australia

We offer a discounted rate of 10% to any advertiser who books advertising in all three magazines. Bookings can be made through NECA National.

Contact: NECA National

Email: marketing@neca.asn.au

Phone: (02) 9439 8523

Front Cover

NSW, QLD, ACT, TAS, SA & NT: 210mm (w) x 235mm (h)
VIC: 210mm (w) x 273mm (h)

FC	Rates (per issue - excl. GST)	Annual Rate (per issue)	
	WA:	n/a	n/a
	VIC:	\$4,300	n/a
	NSW, QLD, ACT, TAS, SA & NT:	\$5,500	n/a

Half page

NSW, QLD, ACT, TAS, SA & NT: 210mm (w) x 148mm (h)
VIC: 210mm (w) x 136mm (h) or 105mm (w) x 273mm (h)
WA: 105mm 9w) x 297mm (h) - vertical option

	Rates (per issue - excl. GST)	Annual Rate (per issue)	
	WA:	\$1,250	\$1,100
	VIC:	\$1,030	n/a
	NSW, QLD, ACT, TAS, SA & NT:	\$2,500	\$2,085

Back Cover

WA, NSW, QLD, ACT, TAS, SA & NT: 210mm (w) x 297mm (h)
VIC: 210mm (w) x 273mm (h)

BC	Rates (per issue - excl. GST)	Annual Rate (per issue)	
	WA:	\$2,100	\$1,900
	VIC:	\$2,405	n/a
	NSW, QLD, ACT, TAS, SA & NT:	\$3,500	\$2,900

Third page

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

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

Full page

WA, NSW, QLD, ACT, TAS, SA & NT: 210mm (w) x 297mm (h)
VIC: 210mm (w) x 273mm (h)

FP	Rates (per issue - excl. GST)	Annual Rate (per issue)	
	WA:	\$1,800	\$1,650
	VIC:	\$1,375	n/a
	NSW, QLD, ACT, TAS, SA & NT:	\$3,200	\$2,700

Quarter page

WA: 105mm (w) x 148mm (h), VIC: 88(w) x 100(h)
NSW, QLD, ACT, TAS, SA & NT: 180mm (w) x 65mm (h) or 90mm (w) x 130mm(h)

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

A4 inserts

WA, NSW, QLD, ACT, TAS, SA & NT: 210mm (w) x 297mm (h)
VIC: 210mm (w) x 273mm (h)

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

Double page spread

WA, NSW, QLD, ACT, TAS, SA & NT: 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)	
	WA:	n/a	n/a
	VIC:	n/a	n/a
	NSW, QLD, ACT, TAS, SA & NT:	\$4,500	\$3,750

Inside front cover

WA: 210mm (w) x 297mm (h)
VIC: 210mm (w) x 273mm (h)
NSW, QLD, ACT, TAS, SA & NT: 210mm (w) x 297mm (h) x 2 - Double Page

INSIDE FC	Rates (per issue - excl. GST)	Annual Rate (per issue)
	WA:	\$2,000
VIC:	\$2,060	n/a
NSW, QLD, ACT, TAS, SA & NT:	\$5,500	n/a

Inside back cover

WA, NSW, QLD, ACT, TAS, SA & NT: 210mm (w) x 297mm (h)
VIC: 210mm (w) x 273mm (h)

INSIDE BC	Rates (per issue - excl. GST)	Annual Rate (per issue)
	WA:	\$2,000
VIC:	\$2,060	n/a
NSW, QLD, ACT, TAS, SA & NT:	\$3,300	\$2,750

Advertorial full page

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

	Rates (per issue - excl. GST)	Annual Rate (per issue)
	WA:	\$1,800
VIC:	n/a	n/a
NSW, QLD, ACT, TAS, SA & NT:	\$3,400	\$2,800

Advertorial half page

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

	Rates (per issue - excl. GST)	Annual Rate (per issue)
	WA:	\$1,250
VIC:	n/a	n/a
NSW, QLD, ACT, TAS, SA & NT:	\$2,700	\$2,250

NECA News State Distribution Comparison - 2018

State	Issue	Booking Deadline	Material Deadline	Distributed	Distribution
Western Australia	February	20 December 2017	18 January 2018	Mid-February	2,000
	May	30 March 2018	18 April 2018	Mid- May	
	August	29 June 2018	19 July 2018	Mid – August	
	November	21 September 2018	11 October 2018	Early November	
New South Wales, Australian Capital Territory, Queensland, Tasmania, South Australian & Northern Territory	Feb/Mar	31 January 2018	31 January 2018	28 February 2018	11,000*
	Apr/May	16 March 2018	16 March 2018	1 May 2018	
	Jul/Aug	25 May 2018	25 May 2018	1 August 2018	
	Oct/Nov	14 September 2018	14 September 2018	1 November 2018	
Victoria	February	11 January 2018	25 January 2018	10 February 2018	1,600
	May	10 April 2018	24 April 2018	10 May 2018	
	August	13 July 2018	24 July 2018	16 August 2018	
	November	10 October 2018	21 October 2018	15 November 2018	