

NECA NEWS



MEDIA KIT 2016 ACT, NSW, QLD & TAS

NECA - The national voice of the electrotechnology industry.



WELCOME TO NECA

The National Electrical & Communications Association (NECA) was formed to represent the interests of contractors at all levels of government and industry, ensuring members' needs are heard. It is the only peak body that is run by contractors for contractors.

With more than 5,000 members and 2,000 apprentices nationwide, NECA members range from sole traders to large multi-national corporations that specialise in areas of:

- Electrical (residential/commercial/industrial)
- Communications
- Accredited Service Providers
- Security
- Air-conditioning
- Fire prevention
- Refrigeration
- Solar
- Audio Visual

NECA provides its members with:

- Representation of members interests at Federal and State Government; Regulators and our principal industry bodies such as the ACCI and Standards Australia
- FREE Legal advice
- FREE Industrial Relations advice
- FREE WHS advice
- FREE simPRO software
- Workshops & Accredited Training courses
- Affordable business insurance and income protection
- Discounts on workwear, motor vehicles, fuel, clothing, stationery, equipment hire
- Business networking events and awards
- Regular industry information and updates

WHY ADVERTISE IN NECA NEWS?

NECA News is the official magazine of the National Electrical and Communications Association (NECA) for ACT, NSW, QLD and TAS and has been published for over 25 years.

About NECA NEWS:

- Is the national authority on issues relating to the electrical and services sector delivering industry news
- It reaches a qualified, highly valuable audience - ensuring products and services are found and understood by the right people in the right environment
- Is a technical library
- Will give your brand recognition, visibility and credibility
- Its distribution is CAB Audited
- Is published five times a year and distributed to over 10,000 readers - mailed and electronically sent to members and non members, as well as electrical companies; independent electrical contractors; electrical engineers; fire prevention installers; licenced solar installers; security installers; licensed data and communication installers; air conditioning and refrigeration contractors; audio visual; accredited service providers (ASPs), state and federal Government; metropolitan and regional councils; industry specialists; environment consultants; electrical wholesalers; trade suppliers; WHS officers and registered training organisations including TAFE
- Minimum pass on rate of three readers per copy - giving your product exposure to over 30,000 of the most influential people in the building industry
- NECA is a not-for-profit organisation - all advertising revenue goes back into the magazine.

AMMA
Audited Media
Association of Australia



RATES AND PUBLICATION DATES

Advertising rates	Member Rate ¹ per issue	Member Rate per issue x 5, Annual Plan ²	Non Member Rate ¹ per issue	Non Member Rate per issue x 5, Annual Plan ²
Front Cover + Cover story	\$4,500	N/A	\$5,500	N/A
Double page inside front cover	\$4,500	N/A	\$5,500	N/A
Outside back cover	\$2,500	\$2,085	\$3,500	\$2,900
Inside back cover	\$2,300	\$1,900	\$3,300	\$2750
Double page spread	\$3,500	\$2,900	\$4,500	\$3,750
Full Page	\$2,200	\$1,800	\$3,200	\$2,700
Half Page	\$1,500	\$1,250	\$2,500	\$2,085
One Third Page	\$1,100	\$900	\$2,100	\$1,750
Quarter Page	\$950	\$790	\$1,900	\$1,600
Advertorial Full Page	\$2,400	\$2,000	\$3,400	\$2,800
Advertorial Half Page	\$1,700	\$1,400	\$2,700	\$2,250
Inserts	price on application	price on application	price on application	price on application
Additional Advertising in NECA South Australia, Western Australia & Victoria.	price on application	price on application	price on application	price on application

Rates do not include GST

¹*Booking rate for one advertisement in one issue.*

²*Booking rate per issue when committing to five consecutive issues with advertisements of equal value.*

DEADLINES	BOOKINGS	ARTWORK	EDITORIAL	MAILHOUSE	FEATURES
MAR-APR	January 22	February 5	January 22	March 1	Solar/Training & ASP
MAY-JUNE	March 25	April 4	March 25	May 2	Communications
JUL-AUG	May 20	May 27	May 20	July 1	Safety
SEPT-OCT	July 22	July 29	July 22	September 1	Refrgeration, airconditioning & heating
NOV-DEC	September 23	September 30	September 23	November 1	Security & Fire

EDITORIAL CONTENT

Editorial content must be in the form of an educational nature, case studies, etc, accompanied by high resolution digital images (raster) jpg, psd, tiff, pdf - effective dpi of 300 or more. See above for dates and deadlines.

Each issue will include relevant industry special features, together with regular features including ASPs, legal, industrial relations, work health and safety, training, superannuation, insurance and technical articles.

NECA has the right to reserve which editorial content is used in each issue and does not guarantee submissions will be included in editorial pages.

Contact information for all editorial & advertising:

Elizabeth Lombardo 02 9021 9613 / elizabeth.lombardo@neca.asn.au

Brian Davies 02 9021 9633 / brian.davies@neca.asn.au

ADVERTISING SIZING

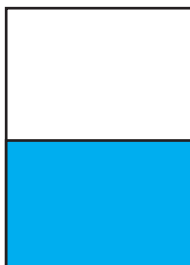
Front cover	<i>(must include 5mm bleed)</i>
Ad size	235H x 210Wmm
Type safe	227H x 185Wmm
with bleed	245H x 220Wmm



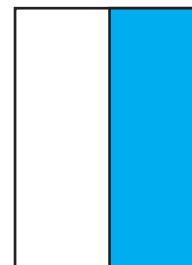
Full page	<i>(must include 5mm bleed)</i>
Ad size	297H x 210Wmm
Type safe	270H x 180Wmm
with bleed	307H x 220Wmm



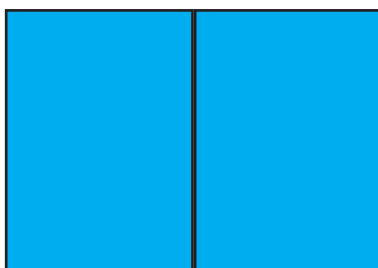
Half page horizontal	<i>(must include 5mm bleed)</i>
Ad size	150H x 210Wmm
Type safe	130H x 180Wmm
with bleed	160H x 220Wmm



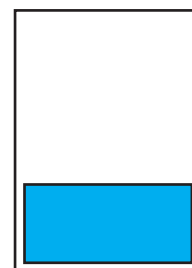
Half page vertical	<i>(must include 5mm bleed)</i>
Ad size	297H x 105Wmm
Type safe	265H x 97Wmm
with bleed	307H x 115Wmm



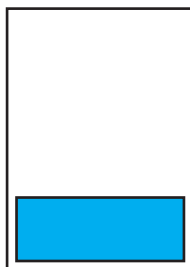
Double page spread	<i>(must include 5mm bleed)</i>
Ad size	297H x 420Wmm
Type safe	270H x 390Wmm
with bleed	307H x 430Wmm



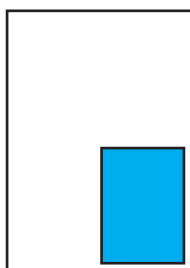
Third page horizontal	<i>(no bleed required)</i>
Ad size	180W x 100Hmm



Quarter page horizontal	
<i>(no bleed required)</i>	
Ad size	
180W x 65Hmm	



Quarter page vertical	
<i>(no bleed required)</i>	
Ad size	
130H x 90Wmm	



SUPPLIED ART SUBMISSIONS

All supplied artwork (pics and logos etc) must be provided as high resolution (minimum 300 dpi) pdfs or tiff files (with fonts embedded), converted to CMYK. Please ensure images are properly cropped and scaled as near to 100% of the final advertisement size as possible. Supplied art of high resolution pdf or tiff, eps or jpg files can be submitted.

Images: Minimum of 300dpi at 100% scaling. Line Art minimum of 1200dpi at 100% scaling. All images must be in CMYK mode. Image file formats should be TIFF or composite EPS and should not be compressed.

NECA News can assist you with ad design and production.

Bleed: All full page and half page artwork for print should have a 5 mm bleed. See above for 'bleed' areas.

Margins: A 'type safe' area is required with any text or logo on a full page or half page ad, as there may be movement in the finishing process, which may be cut or chopped off. See above for 'type safe' areas.

Contact information for all editorial & advertising:

Elizabeth Lombardo 02 9021 9613 / elizabeth.lombardo@neca.asn.au

Brian Davies 02 9021 9633 / brian.davies@neca.asn.au

NECA NEWS BOOKING FORM

Please complete this booking form and return to elizabeth.lombardo@neca.asn.au or fax to 02 9744 1830. For enquiries, contact Elizabeth on 02 9021 9613.

Company Name

Contact Name

Postal Address

Telephone:Email

Purchase Order No.(please attach purchase order if applicable)

Please indicate what size advertisement you wish to book:

- | | | |
|--|---|---|
| <input type="checkbox"/> Front cover + cover story | <input type="checkbox"/> Double page inside front cover | <input type="checkbox"/> Outside back cover |
| <input type="checkbox"/> Inside back cover | <input type="checkbox"/> Double page spread | <input type="checkbox"/> Full page |
| <input type="checkbox"/> Half page | <input type="checkbox"/> One third page | <input type="checkbox"/> Quarter page |
| <input type="checkbox"/> Advertorial full page | <input type="checkbox"/> Advertorial half page | <input type="checkbox"/> Inserts |

Additional Advertising South Australia Western Australia Victoria

Please indicate which issues are required:

- | | | |
|---|---|---|
| <input type="checkbox"/> March/April 2016 | <input type="checkbox"/> May/June 2016 | <input type="checkbox"/> July/August 2016 |
| <input type="checkbox"/> September/October 2016 | <input type="checkbox"/> November/December 2016 | |

Total \$

Name

Date

Payment Options

Cheque: Please attach your cheque and post to: NECA NSW PO Box 1106, Burwood North NSW 2134

Direct Debit: NECA NSW - Account no: 5523 86677 BSB: 332-084 (Please use your invoice number as reference)

Credit Card: VISA / MASTERCARD Exp/.....

Card Number:

Name on card:

Signature:

TERMS & CONDITIONS: NECA News is the official magazine of The National Electrical & Communications Association of ACT, NSW, QLD & TAS. The advertiser/agency consents to the prices and deadlines listed on this booking form. Payment is due within 30 days of receiving the tax invoice. Tax invoices are rendered when the relevant magazine edition(s) are sent to print. NECA ACT, NSW, QLD & TAS reserve the right to not publish material that does not meet the style, standards and/or format of the publication without explanation. All content for advertising must be approved by the Executive prior to appearing in the magazine. The advertiser/agency is exclusively responsible for the content of its advertisements. The advertiser/agency may cancel a booking when it notifies NECA ACT, NSW, QLD & TAS in writing at least six weeks prior to publication date, otherwise the rate remains payable. Proofs are provided upon written request only.