

neca NEWS

NECA - LEADING THE WAY

The official publication
of NECA Western Australia

2015 MEDIA KIT



INSIDE THIS ISSUE

Exit focused - the key to selling a contracting business

NECA Legal - Employment contract restraint clauses

Safety Reminder - Lacerations and Abrasions

NECA, CET and EGT win Platinum WorkSafe Awards

August 2014

INSIDE THIS ISSUE

PGS Industries win at the NECA National Excellence Awards

Subcontractors unite to secure better contract payment conditions

CET Instructor Jim Brown wins 2014 Trade Teacher of the Year

Sacking an employee for turning 65 is taking 'adverse action'

December 2014



national
electrical and
communications
association

ABOUT NECA WA

The National Electrical and Communications Association, Western Australia (NECA WA) is Western Australia's leading industry body, representing the interests of the electrical and communications industry and the contractors operating within it.

NECA NEWS

NECA News is NECA WA's leading publication, servicing the needs of the Western Australian electrical and communications industry. Launched in 2008, the magazine is distributed free of charge to electricians and apprentices throughout WA to keep them up to date with important news and the latest developments in the electrical trade.

CONTENT

NECA News provides vital information to electrical contractors in Western Australia, including:

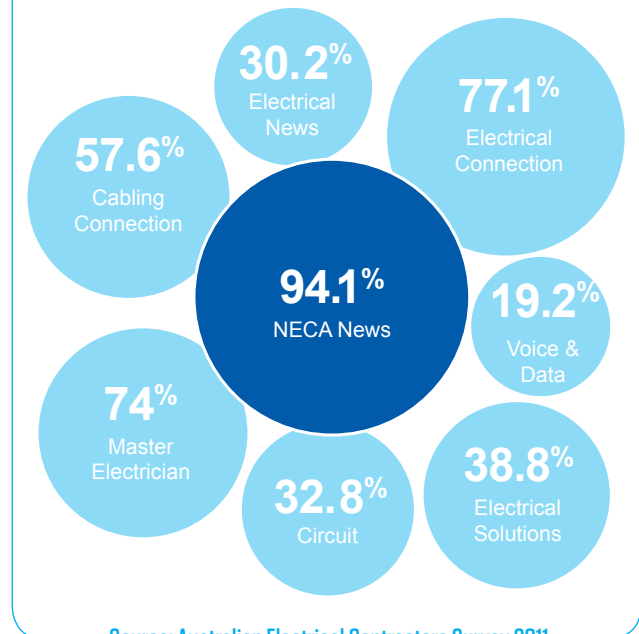
- News from Western Power and EnergySafety
- Technical, Legal and OSH advice and news
- EcoSmart Electricians
- The Wiring Rules
- Business tips
- Industry updates

AUDIENCE & REACH

Published bi-monthly, the magazine has an average circulation of 2000 and is distributed six times a year, to the following Western Australia target groups:

- Electrical contractors
- Electrical apprentices
- Electrical wholesalers and manufacturers
- Industry bodies

Readership by Electrical Contractors in WA



Source: Australian Electrical Contractors Survey 2011

SUBMITTING EDITORIAL

NECA News welcomes editorial content that is newsworthy and relevant to its target market. Please submit your content for consideration with a high resolution CMYK image to marketing@necawa.asn.au.

4000+ copies distributed throughout WA



ADVERTISING RATES

Description	Casual Rate	Annual Rate (per issue x 6)
Quarter page advert	\$700	\$650
Half page advert	\$1,250	\$1,100
Full page advert	\$1,800	\$1,650
A4 insert	\$1,250	\$1,100
Inside Cover (Back)	\$2,000	\$1,850
Inside Cover (Front)	\$2,000	\$1,850
Cover (Back)	\$2,100	\$1,900

DIMENSIONS

Quarter page

105mm x 148mm



Half page

210mm x 148mm

105mm x 297mm



Full page / A4 Insert / Cover

210mm x 297mm



NATIONAL ADVERTISING

Would you like to reach a national audience? We would be happy to help coordinate your advertising requirements in our other state chapter magazines, reaching electrical contractors in ACT, NSW, QLD, SA and TAS. Email marketing@necawa.asn.au for more information.

ARTWORK REQUIREMENTS

- Press quality / print ready PDF
- High resolution (300 dpi minimum)
- Fonts to be CMYK, embedded or converted to outline
- 5mm bleed around all edges
- Ads designed in Microsoft Publisher, Word and Powerpoint will not be accepted
- Low resolution or RGB images will not be accepted

DESIGN ASSISTANCE

If you require assistance designing your ad, please contact Josie from JKD Design. JKD Design specialises in providing tailored solutions that are creative, unique and cost-effective.

JKD Design

T: 0450 085 021

2015 DEADLINES

Issue	Distributed	Booking Deadline	Material Deadline
JAN/FEB	Late February	30 January 2015	6 February 2015
MAR/APR	Late April	27 March 2015	3 April 2015
MAY/JUN	Late June	5 June 2015	12 June 2015
JUL/AUG	Late August	31 July 2015	7 August 2015
SEPT/OCT	Late October	25 September 2015	2 October 2015
NOV/DEC	Mid December	20 November 2015	27 November 2015

1. COMPANY DETAILS

Company Name	Booking Contact
Office Telephone	Mobile
Email	ABN

2. SELECT YOUR ISSUE(S)

<input type="checkbox"/> JAN/FEB	<input type="checkbox"/> MAR/APR	<input type="checkbox"/> MAY/JUN
<input type="checkbox"/> JUL/AUG	<input type="checkbox"/> SEPT/OCT	<input type="checkbox"/> NOV/DEC

3. SELECT YOUR ADVERTISEMENT(S)

Description	Casual rate	Annual rate (six per year)	Dimensions
Quarter page advert	\$700	\$3,900 (\$650 each)	Quarter page 105mm x 148mm
Half page advert	\$1,250	\$6,600 (\$1,100 each)	Half page 210mm x 148mm
Full page advert	\$1,800	\$9,900 (\$1,650 each)	
A4 insert	\$1,250	\$6,600 (\$1,100 each)	105mm x 297mm
Inside Cover (Back)	\$2,000	\$11,100 (\$1,850 each)	
Inside Cover (Front)	\$2,000	\$11,100 (\$1,850 each)	Full page / A4 Insert / Cover 210mm x 297mm
Cover (Back)	\$2,100	\$11,400 (\$1,900 each)	



Please provide me with advertising rates for

NECA SA

NECA ACT/NSW/QLD/TAS

4. PAYMENT METHOD

Make payable to NECA for \$ _____

<input type="checkbox"/> Cheque	Bank Name: ANZ, West Perth	<input type="checkbox"/> BSB: 016 498	<input type="checkbox"/> ACC: 4237 28351
<input type="checkbox"/> EFT	Please charge the following amount of \$ _____		
<input type="checkbox"/> Credit Card*	Card Type	Visa	Mastercard
	Card Number		
	Expiry Date		Security Number
	Card Holder Name		
	Signature		

*Credit Card payments will incur a processing fee of 1.0% of the invoiced amount. Please ensure payment is made with the order form so it can be processed. An invoice will be sent with a copy of your receipt for your records. Please direct all queries to NECA WA.

5. TERMS AND CONDITIONS

I have read and accepted the Terms and Conditions specified below in relation to advertising in the NECA News magazine.

Name and Title	Signature
Company Name	Date

TERMS AND CONDITIONS: NECA News is the official magazine of The Electrical & Communications Association of Western Australia (Union of Employers) ABN 19 295 806 769 ("NECA WA"). 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 WA reserves the right to place an advertisement in any location in NECA News it deems suitable, excluding the inside covers and back cover. NECA WA reserves the right to refuse to publish material that does not meet the style, standards and/or format of the publication. The advertiser/agency is exclusively responsible for the content of its advertisements. The advertiser/agency may cancel a booking when it notifies NECA WA in writing at least eight weeks prior to the relevant publication date, otherwise the rate remains payable. Proofs are provided upon written request only.