



Dietitians NZ

Ngā Pukenga Kai Ora o Aotearoa



Dietitians NZ Advertising Specifications

November 2015

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Advertising Description + Cost

	Member [non-corporate]	Non-Member	Subscriber	Partner	Approved Education Providers
(1) Brief blurb in weekly newsletter	\$75 + GST	\$150 + GST	\$100+ GST	\$75 +GST	\$100 + GST
(2) Brief blurb in weekly newsletter with click-through	\$125 + GST	\$200 + GST	\$150 + GST	\$125 + GST	\$150 + GST
(3) Brief blurb in weekly newsletter with click-through and social media advertising	\$150 + GST	\$225 + GST	\$175 + GST	\$150+ GST	\$175 + GST
(4) Electronic insert in News & Views					
	Full Page				
1 Issue	\$750 + GST	\$1000 + GST	\$900 + GST	\$900 + GST	\$950 + GST
3 Issues	\$700 + GST	\$950 + GST	\$850 + GST	\$850 + GST	\$900 + GST
6 Issues	\$650 + GST	\$900 + GST	\$800 + GST	\$800 + GST	\$850 + GST
	Half Page				
1 Issue	\$400 + GST	\$550 + GST	\$500 + GST	\$500 + GST	\$525 + GST
3 Issues	\$350 + GST	\$500 + GST	\$450 + GST	\$450 + GST	\$475 + GST
6 Issues	\$300 + GST	\$450 + GST	\$400 + GST	\$400 + GST	\$425 + GST
	Quarter Page				
1 Issue	\$250 + GST	\$350 + GST	\$300 + GST	\$300 + GST	\$325 + GST
3 Issues	\$225 + GST	\$300 + GST	\$250 + GST	\$250 + GST	\$275 + GST
6 Issues	\$200 + GST	\$250 + GST	\$200 + GST	\$200 + GST	\$225 + GST
(5) Dedicated mail out	\$750 + GST	\$999 + GST	\$875 + GST	\$750 + GST	\$875 + GST
Additional mail out inserts	\$100 + GST	\$150 + GST	\$125 + GST	\$100 + GST	\$125 + GST
(6) Dedicated mail out	\$1750 + GST	\$1999 + GST	\$1875 + GST	\$1750 + GST	\$1875 + GST
Additional mail out inserts	\$100 + GST	\$150 + GST	\$125 + GST	\$100 + GST	\$125 + GST

(7) Dedicated PDF email	\$630 + GST	\$1000 + GST	\$800 + GST	\$630 + GST	\$900 + GST
(8) Job vacancy advertising					
1 week	\$150 + GST	\$150 + GST	\$150 + GST	\$150 + GST	\$150 + GST
4 weeks	\$450 + GST	\$450 + GST	\$450 + GST	\$450 + GST	\$450 + GST

Notes to Advertising Description:

(1) Brief blurb in weekly newsletter:

Approximately 150 words of text only in the body of the weekly newsletter.

(2) Brief blurb in weekly newsletter with click-through:

Approximately 150 words of text and one click-through to either a PDF or website link in the body of the weekly newsletter. Every additional click-through to either a PDF or website link is at the cost of \$25 + GST per click-through.

(3) Brief blurb in weekly newsletter with click-through and social media advertising

Approximately 150 words of text and one click-through to either a PDF or website link in the body of the weekly newsletter, as well as one post to the members of the Dietitians NZ closed Facebook forum. Every additional click-through to either a PDF or website link is at the cost of \$25 + GST per click-through.

(4) Electronic insert in News & Views

News & Views is the bi-monthly electronic publication of Dietitians NZ. News & Views has a wide audience as it is not only available on our website to our 600 members based in hospitals, rest homes, private practice and public health organisations but it is also distributed to policy and legislation decision makers and stakeholders interested in the dietetic sector (total circulation approximately 700). The content of News & Views is a mix of clinical information, professional development updates, changes to policy or legislation as well as human interest stories. Prices based on insert per issue. All inserts may be in colour with the following page specifications:

	Width x Height	Bleed
Full Page	185w x 220h	5mm
Half Page [horizontal]	185w x 140h	5mm
Half Page [vertical]	93w x 220h	5mm
Quarter Page	92w x 140h	5mm

(5) Dedicated Mail out

Advertiser provides content for mail out, prepacked in envelopes with postage paid. Each additional insert cost is as listed above, in addition to the base rate for the mail out. If the overall mail out weighs >750g additional charges may apply.

Prices are based on a C4 sized mail out to approximately 570 New Zealand-based members. If mail out requirements differ please contact National Office for a quote.

(6) Dedicated Mail out

Client provides content for mail out. Dietitians NZ packs mail out and provides envelopes and postage. Each additional insert cost is as listed above, in addition to the base rate for the mail out. If the overall mail out weighs >750g additional charges may apply. Prices are based on a C4 sized mail out to approximately 570 New Zealand-based members. If mail out requirements differ please contact the office for a quote.

(7) Dedicated PDF Mailout

Ideal for advertisers wanting to make a one-off announcement. A PDF document no greater than one A4 page is attached to a brief email and sent out to all members of Dietitians NZ. The email and PDF document is sent out to members in one lot, at a time of the week specified by the advertiser and is separate from the weekly newsletter.

(8) Job vacancy advertising

This includes a brief blurb (approximately 250 words of text) in the earliest weekly newsletter with the organisation logo and click-throughs to the position description and online application. Also includes a listing on the Dietitians NZ website including the full advertisement, the organisation logo and links to the positional description and online applications, as well as one post to the members of the Dietitians NZ closed Facebook forum.

General Advertising Conditions:

1. Dietitians NZ reserves the right to reject any advertisement which in its opinion it considers unsuitable for advertising.
2. All advertisers must sign an advertiser declaration and the material must be approved for distribution prior to placement in the publication.
3. Full payment is due on the 20th of the month following publication.
4. Liability for reproduction of advertisements where material is incorrectly supplied remains with the advertiser. All costs incurred during production through changes to material supplied will be charged to the advertiser.
5. The position of the advertisement remains the discretion of Dietitians NZ, except where specifically agreed.
6. Cancellations must be provided to Dietitians NZ no later than 4 weeks prior to publication date.

Additional information:

Guidelines for Assessing and Managing Risk in External Relationships [(GAMRER)]

It is relevant within this Advertising Specifications document that we introduce the Dietitians NZ document 'Guidelines for Assessing and Managing Risk in External Relationships' [GAMRER].

This is an important tool for Dietitians NZ. Broadly speaking, GAMRER is an extensive document containing consistent and rigorous procedures for assessing and managing risk in all types of external relationships – both public facing and member facing.

During the development of GAMRER it was recognised the intention of external relationships is to generate mutual benefits for the organisations involved and GAMRER enables engagement and collaboration between Dietitians NZ and other organisations that are compatible with our outcomes and principles.

More importantly, when entering into an external relationship, GAMRER acknowledges suitability must always be properly assessed against outcomes, principles and ethics first, before any practical question of cost and benefit are considered because external relationships carry a degree of risk. For this reason all external advertising (and sponsorship) relationships that Dietitians NZ, including Branches and SIGs, may wish to enter into must be taken very seriously and GAMRER procedures applied.

In recognising that Dietitians NZ Branches and Special Interest Groups [SIGs] may wish to enter into external relationships to earn revenue through local advertising opportunities or sponsorships, National Office is currently reviewing how GAMRER procedures can be effectively managed through National Office. As soon as this work is completed these Advertising Specifications will be updated.