

SSAI Newsletter – Advertising Information - 2010

Advertising will be carried in the *SSAI Newsletter* on any matters that the Newsletter Editors determine to be of interest to the Society's members. The Newsletter is an online-only Newsletter, published four times each year, at the middle of March, June, September and early December. Most members receive it as an online newsletter. SSAI sends photocopies of the newsletter to some members who prefer to receive a printed copy or who do not have email access.

The *SSAI Newsletter* is currently mailed to approximately 700 addressees.

The advertising rates listed below apply to organisations which do not have direct affiliation with the Statistical Society of Australia Inc (SSAI) and which expect to gain commercial benefit from advertising in the *SSAI Newsletter*. Examples of such advertisers include computer software companies, book publishers and institutions/companies advertising job vacancies.

A reduced rate (50%) will apply to organisations which do not have direct affiliation with SSAI and which do not expect to gain commercial advantage from advertising in the *SSAI Newsletter*. Examples include university departments presenting statistical workshops or lectures and international statistical associations advertising their activities.

Groups directly affiliated with SSAI (including all Branches and Sections of the Society) may advertise for in the *SSAI Newsletter* at no cost.

Advertising rates

Rates for advertisements to be included in the body of the *SSAI Newsletter* are set out below. Advertisers are encouraged to take advantage of the discounts offered for multiple placements. Please note that the artwork and content of the advertisement can be varied from issue to issue, provided that the same space is taken.

Cost per issue for advertisements

Size (mm)	Single placement	2 placements	3 placements	4 placements
Full page (180 x 262)	\$750	\$700	\$650	\$600
Half page (180 x 131)	\$375	\$350	\$325	\$300
Third page (180 x 87)	\$300	\$280	\$260	\$240
Column (56 x 262)	\$290	\$270	\$250	\$230
Half column (65 x 131)	\$150	\$140	\$125	\$115

A surcharge of \$150 per page or part thereof will apply if typesetting of an advertisement.

Invoices

An invoice will be issued by the Australian Statistical Publishing Association Inc at the time of confirmation of booking of any advertisement. All payments for advertising are due at this time.

Advertising copy should be sent to The Executive Officer either by mail, or email. Digital files will be accepted in PDF, EPF, TIF and JPEG format.

Please address all enquiries to:

The Executive Officer
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BELCONNEN ACT 2616
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Phone: +61 2 6251 3647
Fax: +61 2 6251 0204
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Newsletter Editors 2010

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