

Association of Consultants in Access Australia Inc (ACAA)

Achieving accessibility in the built environment for all

Sponsorship and advertising opportunities

Communicate and connect with accessibility professionals

» access.asn.au



» Sponsorship and advertising opportunities

» About ACAA

The Association of Consultants in Access Australia Inc (ACAA) is a membership based professional association for people working to achieve accessibility in the built environment for all.

It is the peak national body for access consultancy in Australia and a major voice in advancing equity of built environmental accessibility.

» About this opportunity

ACAA is pleased to offer you an opportunity to sponsor and/or advertise your organisation in our online media channels.

This is an opportunity to promote your business globally and nationally to a niche market of access and allied industry professionals including:

- » access consultants
- » building and landscape architects
- » building designers
- » building certifiers
- » occupational therapists
- » access workers
- » project managers
- » planners
- » disability service/advocacy groups
- » international, federal, state and local government agencies, etc.

Sponsorship or advertising with ACAA will raise the profile of your business as an industry leader in supporting ACAA's mission to achieving accessibility in the built environment for all.

We invite you to review the marketing packages offered in this document and become an ACAA sponsor and/or advertiser now.

Contact ACAA

a: 20 Maud Street, Geelong Victoria 3220, Australia

p: +61 3 5221 2820

f: +61 3 5221 2820

e: secretary@access.asn.au

w: access.asn.au



» ACAA website

» Home page banner

(6 available)

- » shared sliding banner, can be exclusive at a negotiated fee
- » feature position below ACAA branding
- » ACAA advertising takes precedence
- » high visibility to public and ACAA members
- » rotational time 10 seconds
- » link to url of choice of advertiser's own website or to chosen email address



» Investment

(price per month, all prices are in AUD and exclude GST, artwork provided by advertiser)

1 month	3 months	6 months	12 months
\$ 130	\$ 125	\$ 115	\$ 95

» Technical specifications

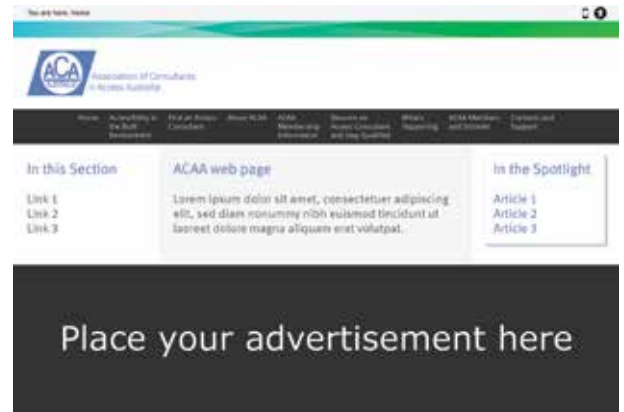
- » **Size:** 1980 pixels wide x 495 pixels high (widescreen and desktop)
768 pixels wide x 192 pixels high (tablets)
480 pixels wide x 120 pixels high (smart phones)
Ads can be designed and installed for each size or the ad should be supplied and will be displayed at the largest size and will scale down on different devices
- » **Bleed:** no bleed
- » **Imagery:** to edge
- » **Text margins:** 5 px all round
- » **Accepted formats:** flattened .png, .gif, .jpg only
- » **Quality:** saved at a minimum of 300 dpi

» ACAA website

» Inner page banner

(6 available)

- » shared sliding banner, can be exclusive at a negotiated fee
- » bottom position below page text, top feature position below navigation ribbon available at a negotiated fee
- » ACAA advertising takes precedence
- » high visibility to public and ACAA members
- » rotational time 10 seconds
- » link to url of choice of advertiser's own website or to chosen email address



» Investment

(price per month, all prices are in AUD and exclude GST, artwork provided by advertiser)

1 month	3 months	6 months	12 months
\$ 110	\$ 105	\$ 95	\$ 75

» Technical specifications

- » **Size:** 1980 pixels wide x 495 pixels high (widescreen and desktop)
768 pixels wide x 192 pixels high (tablets)
480 pixels wide x 120 pixels high (smart phones)
Ads can be designed and installed for each size or the ad should be supplied and will be displayed at the largest size and will scale down on different devices
- » **Bleed:** no bleed
- » **Imagery:** to edge
- » **Text margins:** 5 px all round
- » **Accepted formats:** flattened .png, .gif, .jpg only
- » **Quality:** saved at a minimum of 300 dpi

» ACAA website

» Inner page badge

(8 available)

- » shared sliding badge on all inner pages, can be exclusive per badge position at a negotiated fee
- » two positions (upper and lower) below in the spotlight article titles
- » ACAA advertising takes precedence
- » high visibility to public and ACAA members
- » rotational time 10 seconds
- » link to url of choice of advertiser's own website or to chosen email address



» Investment

(price per month, all prices are in AUD and exclude GST, artwork provided by advertiser)

1 month	3 months	6 months	12 months
\$ 90	\$ 85	\$ 75	\$ 65

» Technical specifications

- » **Size:** 220 pixels wide x 440 pixels high (all devices)
- » **Bleed:** no bleed
- » **Imagery:** to edge
- » **Text margins:** 5 px all round
- » **Accepted formats:** flattened .png, .gif, .jpg only
- » **Quality:** saved at a minimum of 300 dpi

» ACAA airwaves (electronic direct marketing)

Airwaves is the ACAA electronic newsletter for accessibility professionals which is sent to all ACAA members and is also available for public subscription with a growing circulation.

There are ten editions per year at the end of month from February to November.

Supplied to all ACAA members and subscribers by email. Publicly available on ACAA website in newsletter archive.

» Banners

(4 available)

- » banner ads across the full width of the newsletter
- » positioned at ACAA's discretion between article sections of the newsletter
- » ACAA advertising takes precedence
- » link to url of choice of advertiser's own website or to chosen email address

» Investment

(price per month, all prices are in AUD and exclude GST, artwork provided by advertiser)

1 month

\$ 45

3 months

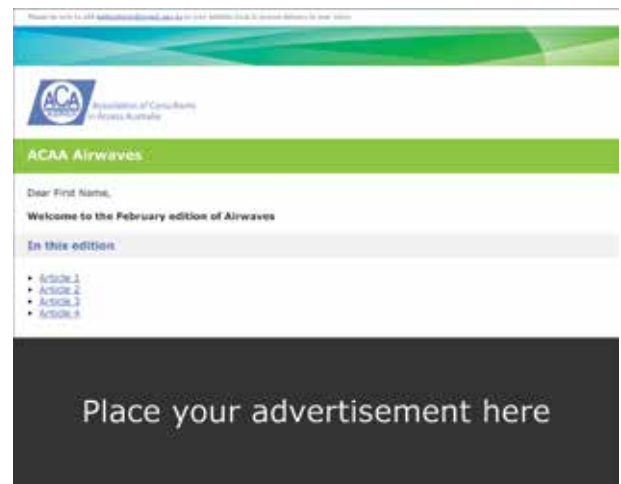
\$ 40

6 months

\$ 35

10 months

\$ 25



» Technical specifications

- » **Size:** 700 pixels wide x 175 pixels high (all devices, scales down for smaller screens)
- » **Bleed:** no bleed
- » **Imagery:** to edge
- » **Text margins:** 5 px all round
- » **Accepted formats:** flattened .png, .gif, .jpg only
- » **Quality:** saved at a minimum of 300 dpi

» ACAA airwaves (electronic direct marketing)

» Badges

(8 available)

- » badge ads across the 50% width of the newsletter, mounted two per row position
- » positioned at ACAA's discretion between article sections of the newsletter
- » ACAA advertising takes precedence
- » link to url of choice of advertiser's own website or to chosen email address

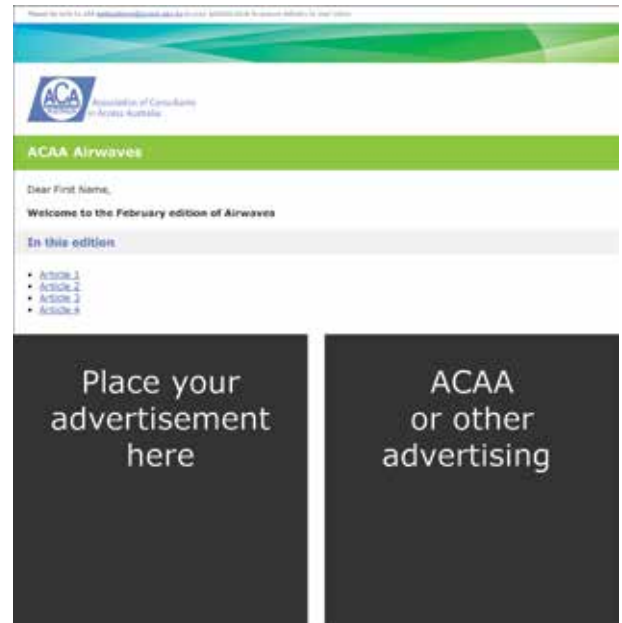
» Investment

(price per month, all prices are in AUD and exclude GST, artwork provided by advertiser)

1 month	3 months
\$ 45	\$ 40
6 months	10 months
\$35	\$25

» Technical specifications

- » **Size:** 330 pixels wide x 330 pixels high (all devices)
- » **Bleed:** no bleed
- » **Imagery:** to edge
- » **Text margins:** 5 px all round
- » **Accepted formats:** flattened .png, .gif, .jpg only
- » **Quality:** saved at a minimum of 300 dpi



» ACAA webinars

ACAA webinars are provided online for ACAA members and the public as opportunities for ongoing continuing professional development.

You can sponsor a webinar with a presenter of ACAA's choosing or can choose to present your own webinar content and presenter (subject to topic and presentation approval by the ACAA Management committee, all webinars must be deemed to be of sufficient technical merit for ACAA's CPD program).

Webinars are streamed live once as scheduled. The recorded webinar is then available for sale as an embedded presentation on the ACAA website.

» Inclusions

(available as negotiated, no more than 4 per year)

- » shared sliding banner ad on "what's happening and cpd" pages of website (homepage and other pages at ACAA's discretion) in leadup to webinar date, up to four months in advance
- » banner ad in ACAA Airwaves in leadup to webinar date, up to four months in advance
- » up to three electronic digital marketing campaigns (co-branded with ACAA) and sent direct to all ACAA Airwaves subscribers announcing webinar and inviting registrations (no more than one per month per webinar)
- » opportunity to place branding slide in presentation at beginning and end
- » verbal acknowledgement of sponsor by presenter at beginning and end of webinar
- » four complimentary webinar registrations for sponsor nominees
- » branding on webinar page of ACAA website if webinar recording is sold online after live event (subject to speaker authorising sale and sharing of presentation)
- » one post event email to registrants with thanks and a dedicated marketing message of up to 150 words and nominated hyperlink or download link
- » link to url (information/registration page) of choice of advertiser's own website or to chosen email address

» Investment

(price per webinar, all prices are in AUD and exclude GST, artwork provided by advertiser)

1 webinar

Price on approval

2 webinars

Price on approval

3 webinars

Price on approval

4 webinars

Price on approval

» Technical specifications

- » available on confirmation of webinar and event marketing plan

» Other opportunities

» Jobs board

Classified job advertisement listings for accessibility and related industry positions vacant

» Investment

(price per ad per month, all prices are in AUD and exclude GST)

ACAA Members		Non-members	
Website	Airwaves	Website	Airwaves
Free to ACAA Members	Free to ACAA Members	\$75	\$75

» Products and services directory

ACAA is considering establishing a web based product and services directory.

Expressions of interest are being sought from companies interested in listing products and services on this facility.

Pricing at this stage has not been determined and is dependent on the interest and feedback received.

ACAA has a standard declaration where products and services promoted in sponsorship or advertising is not endorsed or recommended by ACAA.

» Become a sponsor or advertiser

If you wish to arrange sponsorship or advertising with ACAA, please email the Secretary, Terry Osborn on secretary@access.asn.au to arrange your ACAA marketing plan.

Companies who do not currently hold ACAA Corporate memberships are invited to consider joining ACAA as a Corporate member, in order to gain full access to the benefits of membership.

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» Information

» Disclaimer, terms and conditions

- » ACAA disclaims any responsibility for the selection of any product or engagement of services from any advertisement or listing appearing on the ACAA website or other ACAA electronic news and marketing channels. Responsibility remains with the person making the selection and engagement of the company or individual's products or services.
- » ACAA reserves the right to decline or withdraw advertising for any reason.
- » ACAA accepts no responsibility for any loss resulting from the failure of an advertisement, in full, or part, to appear or for any error in an advertisement.
- » The advertiser and its agents warrant that the material supplied complies with all relevant laws and regulations and indemnifies ACAA against all claims for damages, costs, compensation, or any liability whatsoever including defamation, slander, breach of copyright, infringement of trademarks, business names and patents arising from publication.
- » Editorial space is not included as part of any advertising agreement unless specified and is at the discretion of the editor.
- » ACAA does not pay agency commissions for the booking of advertising. Agencies must negotiate a separate booking management fee with the advertiser.
- » ACAA will not enter into any commission arrangement for the sale of goods and services.
- » Artwork must be supplied to the specifications listed in the technical specifications. ACAA reserves the right to change incorrectly supplied artwork without notification to the advertiser and will pass on associated costs to the advertiser.
- » Failure to supply payment and/or copy within ACAA's terms may result in your sponsorship/advertising being cancelled and a cancellation fee being applied.
- » Cancellations will only be accepted in writing.
- » Cancellations more than seven (7) days after booking date and up to the copy deadline date will incur a 30% cancellation fee.
- » Cancellations after copy deadline date will incur a 100% cancellation fee.
- » ACAA gives no warranty the sponsorship/advertising will be published by, or on any particular date and will not be liable for any delay in publication.
- » All overdue accounts will be charged a late fee of \$82.50 (GST inclusive).
- » Accounts sent for collection will incur a 15% surcharge and any associated collection or legal costs.

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