

# SA Writers Centre 2015 Media Kit

## About us

We are South Australia’s professional writing organisation and have been around since 1985. Located in the heart of Adelaide, the SA Writers Centre is a not-for-profit organisation that aims to foster, develop and promote writers and writing. The Centre, which has over 1200 members (with a much wider reach), was the first of its kind in Australia and continues to act as a resource for people of all ages and experiences, assisting both new and established writers on every aspect of craft and publishing.

## Why advertise?

We have a targeted demographic that are interested and engaged in the information that we have to share with them. We are viewed as a professional arts organisation that has been around for thirty years and industry members look to us for advice, information and support.

Our fortnightly enewsletter is emailed directly, not just to financial members but to the wider community and arts industry professionals and organisations. We run limited ad space, so you ad will be well placed with very limited competition.

## ADVERTISING OPTIONS

### Enewsletter

We currently have over 4000 subscribers to our electronic newsletter (as at September 2015) and this increases significantly each week. More than 15% of our subscribers forward the enews to a friend.

Additionally, each edition of the enewsletter gets promoted via Twitter and Facebook which both possess impressive numbers:

**Twitter: 6200 followers**

**Facebook: 4000 ‘likes’**

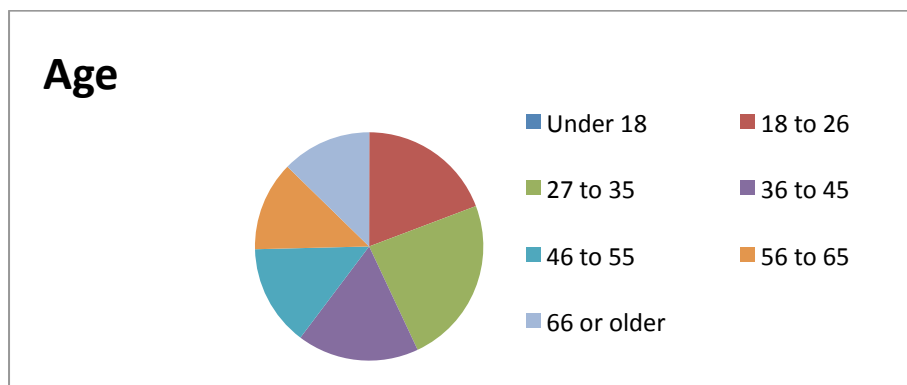
With a successful open open rate which is proudly double the industry average and our click rate is often three times that of the industry average (for the arts/artists).

### Website advertising options

Want to advertise via our website? We offer thirty day banner advertising for a competitive price. Please contact [vanessa@sawriters.org.au](mailto:vanessa@sawriters.org.au) for details.

There are a number of affordable advertising options. Please contact us if you don’t see a solution that works for you below.

### Audience/age demographics\*:



\*based on a survey conducted in 2013

**Previous advertisers:**

Dymocks, TafeSA, Wakefield Press, Tabor College, Kathryn Heymen, Australian Ebook Publisher, Salisbury Writers Festival, plus more.

<b>ADVERTISING DEADLINES</b>
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**Enewsletter:**

The deadline is **4pm** of the following dates:

20 October  
3 November  
17 November  
1 December

The enewsletter generally gets distributed the day after deadline. On the rare occasion this may get delayed for various reasons.

The Centre is closed from 11 December – 5 January 2016.

**Contact details:**  
**Vanessa Jones**  
**Marketing Manager**  
**vanessa@sawriters.org.au**  
**08 8223 7662**

**Admin:**  
**admin@sawriters.org.au**

## TERMS AND CONDITIONS

### Disclaimer

The SA Writers Centre reserves the right to refuse any advertisement at any time at its own discretion.

### Policy

The SA Writers Centre (SAWC) reserves the right to review the content of any advertisement, to request modification or to reject in part or in full any advertisement for any reason. Acceptance of a paid advertisement does not constitute an endorsement of the advertiser by SAWC.

It is the responsibility of the advertiser to comply with all applicable national and international laws, including applicable laws and regulations of regulatory bodies.

SAWC's liability for failure to publish an advertisement shall not exceed a refund of, or credit for, the charge for such advertisement. The liability for errors by SAWC in published advertisements shall be to provide the advertiser with one credit for the advertisement if the error is brought to SAWC's attention no later than five (5) working days after the advertisement first appears.

SAWC does not accept advertising from commercial ventures and services that are in competition to what we offer, particularly writing courses/workshops.

SAWC accepts no liability for errors in text or artwork provided by the advertiser, nor does SAWC accept responsibility for proofreading artwork and text provided to us. In no event shall SAWC be liable to an advertiser, agency or any other parties for any further damages of any kind. This advertising policy applies to SAWC's website, enews, blog, magazine, newsletter and all printed, digital or electronic material that may carry advertising material.

### Terms

All bookings, amendments and cancellations must be confirmed in writing and will not be accepted verbally. Advertising bookings must be made on or before the advert deadline and late bookings will not be accepted. Advertisers must prepay for advertising before publication otherwise adverts will not be included in the publication.

Advertising cancelled before the contractually agreed number of placements or insertions will not be granted a refund.

Advertising material must be submitted electronically

Ad placement selection is solely at the discretion of SA Writers Centre.

While every care is taken in the preparation and publication of advertisements, SAWC cannot be held responsible for errors or their subsequent effect.

The content of advertisements that appear in this newsletter is the sole responsibility of the advertisers. Advertisers accept full responsibility for the contents of advertisements and indemnify SAWC against all liability claims or proceedings whatsoever arising from the publication of advertisements.

Acceptance of an initial advertisement from an organisation does not mean that subsequent advertisements, even with the same or similar content, cannot be rejected.

For serial advertisements the advertiser should immediately contact SAWC if an error has occurred as SAWC is not responsible for reoccurring errors if not notified in writing.

It is the responsibility of the advertiser to provide SAWC with finished copy ready to be published or uploaded.

Enewsletter advertisements cancelled within three working days of advertising deadline are not eligible for a refund or credit.

Advertisements cancelled (in writing) more than five working days out from advertising deadline are eligible to a fifty per cent refund.

No spot checks or proofs are available.

SAWC are not responsible for formatting, grammatical or syntax errors.

All multiple ads MUST use same artwork or text. Any variations will be considered new adverts and therefore not eligible for discounts or packages.

If utilising the dedicated email blastout option, you agree to use SAWC's existing branding and provide the correct text, images and links.

Any multiple ads will be placed consecutively, unless prearranged with SAWC.

All digital ads will be accompanied by the word *advertisement*.

## CASUAL RATES

### ENEWS (per ad)

Text only (max 150 words)	\$70 plus GST
Graphic	\$150 plus GST
Text + graphic	\$160 plus GST

These prices are for members and non members. Members are entitled to discounted packages, as stipulated below.

## PACKAGES

Discounted packages for bulk advertising (please note, these discounts are only available to current SAWC members only)

### Text bundle

3 x text ads \$190 plus GST (save \$20)

### Graphic bundle

3 x graphic ads plus GST \$400 (save \$50)

### Bulk bundle

3 x graphic ads  
2 x text ads  
\$520 plus GST (save \$70)

\*\* all ad rates are listed exclusive of GST. GST will be charged additionally at time of invoicing. Discounts are applicable to current individual, concession, group/organisational members only.

## OTHER ADVERTISING OPTIONS:

### Email blastout (by quote only)

Dedicated email blastout to our subscriber list advertising your business or service.

### Inserts (by quote only)

Prices and terms for single sheet A4 and A5, DL or A5 brochures or programs are available upon application. Please contact the SA Writers Centre for a full quote.

### Sponsorship

There are a number of sponsorship opportunities, which provide numerous benefits for both parties. Sponsorship options include Major Sponsor, Event Sponsor and Workshop Sponsor. Please contact SAWC to express your interest and for more details about these opportunities.

## ARTWORK SPECS:

### Enewsletter:

Same graphic per ad bundle, full colour; size 580 pixels wide, proportional height. Unless otherwise stated. This does not include special promotional offers.

Please email your advert to [vanessa@sawriters.org.au](mailto:vanessa@sawriters.org.au) before deadline.

**BOOKING FORM**

**Enews Ad type:** (please circle)

- Single text ad
- Single graphic ad
- Single text + graphic ad

**Package type:** (please circle)

- Text bundle
- Graphic bundle
- Bulk bundle

Date/s to be published \_\_\_\_\_

**Contact details**

**SAWC member?**

**Y / N**

**Name**

**Organisation**

**Phone**

**Email**

**ABN**

**Postal Address**

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**Payment method**

Cash

Credit card

Type of card

Name on card

Card number

Expiry date

CVV

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Or electronic transfer:

BSB: 633 000

Acc: 148076177

Date of payment \_\_\_\_\_ // \_\_\_\_\_ // \_\_\_\_\_

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I have read and consent to the terms and conditions and understand that payment must be paid in advance.

Signature

Date