

Writers SA Media Kit — 2022



Writers SA

Writers SA exists to help writers realise their creative and professional dreams.

We are a not for profit membership organisation that aims to foster a creative community of writers, support a strong writing industry, contribute to a diverse writing culture and we strive to be the best organisation possible.

We exist to give members access to a network of other writers, professional advice, and information and opportunities to support them in all stages of their writing journeys and careers.

Our members

Writers SA is the only writing organisation of its kind in South Australia.

Our members are writers and those in the literary community.

Our writers are New York Times, USA Today and Australian bestsellers.

They are professionals who consistently publish in the Australian and overseas markets.

They are aspiring and emerging writers, who have had success with publishing in literary journals, the mainstream media, in fiction and non-fiction, in children's literature, in poetry, in literary fiction, in YA, crime, memoir, romance and history.

We engage with writers across the age spectrum, from teenagers through our Teen Writers Club, to seniors writing family histories.

Our demographics



Writers SA has a loyal and steady membership base of about 1,000 members and we deliver news about South Australian writing to more than 5,000 subscribers through our weekly e-news.

More than 15% of our subscribers forward the e-news to a friend.

Our e-news offers news of our workshops, upcoming literary events, author talks, book launches and member-only offers including discounts on our workshops and events.

More than 1,200 people attend our workshops each year, which run from January to December.

Our social reach is strong.

Connect with our members

Social media reach



7.1K+ followers



7.3K+ followers



2.8K+ followers

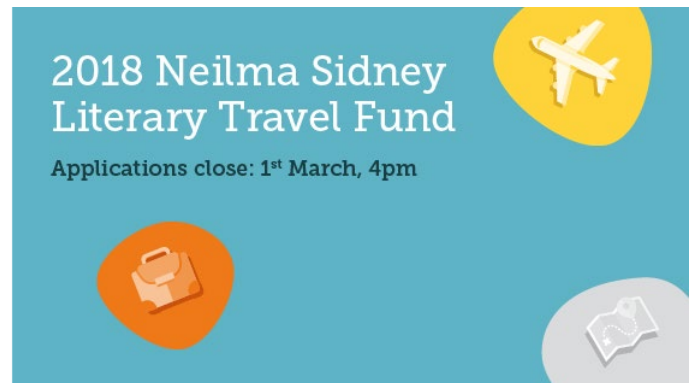


Website visits per month: 8K+

Ad rates

E-news

Advertise in our weekly email newsletter to more than 5,000 of our subscribers with an ad that looks like this:



Deadlines

E-news:

The deadline for artwork, payment and booking forms is 4pm on the Friday prior, for the following Wednesday:

18 March	5 August
25 March	12 August
1 April	19 August
8 April	26 August
15 April	2 September
22 April	9 September
29 April	16 September
6 May	23 September
13 May	30 September
20 May	7 October
27 May	14 October
3 June	21 October
10 June	28 October
17 June	4 November
24 June	11 November
1 July	18 November
8 July	25 November
15 July	2 December
22 July	9 December
29 July	

Insertion in one e-news \$165*
Two issues (two weekly) e-news \$330*
Members receive a discount of 10%

We are also happy to chat with you about custom packages, including social media promotion and email blasts. Please email lane@writerssa.org.au

*Prices include GST

Ad specifications

Your ad will need to be:

564 pixels wide x 316 pixels high
RGB colour profile
72 dpi
.png file type preferred
.jpeg or animated gif are also acceptable.

Text-only ads are also acceptable.

Please also include a destination web link or email address if appropriate.

Terms and conditions

Disclaimer

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

Advertising Policy

Writers SA 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 Writers SA.

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

Writers SA'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 Writers SA in published advertisements shall be to provide the advertiser with one credit for the advertisement if the error is brought to Writers SA's attention no later than five (5) working days after the advertisement first appears.

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

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

Advertising 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 Writers SA.

While every care is taken in the preparation and publication of advertisements, Writers SA cannot be held responsible for errors or their subsequent effect. The content of advertisements that appear in Writers SA publications is the sole responsibility of the advertisers.

Advertisers accept full responsibility for the contents of advertisements and indemnify Writers SA 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 Writers SA if an error has occurred as Writers SA is not responsible for reoccurring errors if not notified in writing.

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

E-news 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. Writers SA is 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 Writers SA's existing branding and provide the correct text, images and links.

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



WRITERS SA

Ad booking form

Writers SA member? Yes No

Ad required 1 weekly insertion (\$165/ member price \$148.50)

2 weekly insertions (\$330/ member price \$297)

Name

Organisation

Phone

Email

ABN (if applicable)

PAYMENT METHOD

Credit card

Name on card

Card number

Expiry date

CVV

Electronic transfer payment:

Writers SA BSB: 633 000
Acc: 148076177

Date of payment _____ / _____ / _____

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

Signature

Date _____ / _____ / _____