



ADVERTISING WITH AUSTRALIAN WAR WIDOWS QUEENSLAND (AWWQ)

ABOUT US

AWWQ has 26 Sub Branches and Social Groups throughout Queensland, with the largest cohorts in Brisbane and Townsville. We are a registered charity and support and advocacy for War Widows and families affected by defence services.

Our vision: That all war widows and families affected by defence service are embraced, recognised, valued and supported.

Our Mission: To empower, inspire and celebrate all war widows and families while providing whole of life support and assistance.

Our Values: Honour, Friendship, Support & Advocacy

THE BULLETIN

The Australian War Widows Queensland (AWWQ) Members' Bulletin is a quarterly magazine that is delivered to 3,700 war widows and their families across Queensland. The majority of our readers are over the age of 70. The Bulletin was first published in 1947 and continues to be the main source of trusted information for War Widows across Queensland to this day. What sets us apart is the fact that our magazine is delivered directly to a captive audience and it is read from cover to cover. Our members rely on AWWQ for information about support services, advocacy and service providers and, as such, they take our recommendations seriously.

To see previous issues of our Bulletin please visit our website at <http://www.warwidowsqld.org.au/bulletins/>

WHO CAN ADVERTISE WITH US?

AWWQ has not traditionally had paid advertising in the Bulletin in the past. However, we are now accepting applicants for places in our Bulletin. All advertising must be of benefit to our members and must align to our values of honour, friendship and support. All applicants who provide direct services to clients (eg. home cleaning services or Allied Health Services etc) must have Department of Communities, Child Safety and Disability Services yellow cards. If you are an independent provider, you may be interviewed to ascertain your suitability to provide services to our members.



Some examples of advertising that would appeal to our cohort may include, among others:

- ❖ Beauty Services
- ❖ Jewellers
- ❖ Millinery
- ❖ Shoes
- ❖ Car insurance
- ❖ Computers
- ❖ Banking Services
- ❖ Financial Services
- ❖ Providers of Leisure Activities & Entertainment
- ❖ Florists
- ❖ Handbags, Gloves, Scarves
- ❖ Allied Health Services
- ❖ Home Maintenance
- ❖ Community Living
- ❖ Travel (cruises etc)

AWWQ ADVERTISING RATES

BULLETIN ADVERTISING		COST – GST INCLUDED			
Ad Size	1 issue	2 issues	3 issues	4 issues	
Double page spread	1900	1780	1675	1550	
Full page	1100	1040	975	900	
Half page	640	600	560	525	
Quarter page	370	345	325	300	

All prices are inclusive of GST. Ongoing bookings that are paid upfront secure larger discounts. Invoices are sent out and must be settled prior to publication.

DEADLINES

The **AWWQ Bulletin** is published quarterly in March, June, September and December. Booking and art deadlines are due on the ***last day of the month before***. The Bulletin is available to members and the public, both online and distributed in hard copy through Australia Post.

Early bookings may secure a better choice of position. Please reserve your advertising space in plenty of time to allow adequate layout planning.

TECHNICAL SPECIFICATIONS

Images should not be delivered embedded in Word or any other Microsoft product, or should not be used after being extracted from Word etc. The Bulletin is produced in standard A4 portrait format. If you require design assistance from our team, please let us know and we can provide a quote for you.



Half and quarter-page ads in the Bulletin are not actually half or quarter of a standard A4 page. Suitable margins must exist between page sides and other ads on the page. Double-page and full-page ads should be based on standard A4 vertical size.

TERMS AND CONDITIONS

AWWQ reserves the right to alter any of these terms and conditions (above and below) at any time without notice.

DELIVERY

Submitted artwork may be changed at any time before applicable deadlines. In the case of multi-issue bookings, the advertiser may change artwork from one Bulletin to the next (at no cost) – but the onus is on the advertiser to notify the AWWQ of any desired change, and to supply the new artwork before the applicable deadline. AWWQ reserves the right to use your previous art when new art is not received by the applicable deadline. Full charges apply for booked space when delivery deadlines are not met, regardless of what art is used to fill the space.

ACCEPTANCE OF ADVERTISING

Acceptance of an advertising booking does not constitute a guarantee to publish an advertisement. AWWQ reserves the right to reject or request alterations to advertisements for any reason, including but not limited to when artwork does not meet the standards or ethics of the magazine, is ‘flawed’ in any technical respect, is deemed distasteful, offensive or defamatory or contains messages deemed contrary to the values of AWWQ.

PLACEMENT OF YOUR AD

AWWQ has sole discretion in deciding ad placement within the magazines. In deciding ad placement, AWWQ will give weight to; the suitability of an ad being in proximity to a particular story or suitability of a particular story being in proximity to a particular advertisement; suitability of a particular advertisement being in proximity to any other advertisement; the size of the ad; first booked better placed; and so on.

CANCELLATION

Any booked ad may be cancelled before the booking deadline of the Bulletin without cost. Any ad cancelled after the relevant deadline must be paid for in full. An ongoing booking secures larger discounts and indicates a level of commitment, but, can be cancelled with 30-days’ notice without penalty. In all cases, the onus to cancel or alter any booking remains with the advertiser.



INDEMNITY

The advertiser warrants that their advertisement, artwork or product does not breach any laws including but not limited to trademark, copyright, privacy, defamation, discrimination, censorship etc, and indemnifies AWWQ and its' staff, volunteers and Directors from any loss or cost arising from any breach whether deliberate or accidental. While all care will be taken, AWWQ does not accept liability for any loss or damage caused by failure to publish supplied artwork, or through any other error, omission, inclusion or placement once the final proof has been approved.

AWWQ does not warrant that colours can be matched perfectly in any case.

AWWQ reserves the right to alter prices at any time. However, a customer who has signed a booking agreement will be exempt from such price variations until the current agreement ends, at which time a new price may be negotiated.





ADVERTISING APPLICATION FORM

If you would like to advertise in the Bulletin, please complete this form and send it to: reception@warwidowsqld.org.au For further information please phone our Brisbane office on: 07 3846 7706 or Freecall 1800 061 945

Company Name			
Company Representative			
ABN			
ACNC Number (If Applicable)			
Street Address			
Postal Address			
Website			
Email			
Phone			
Are you providing direct services? (home maintenance, allied health services etc)	<input type="checkbox"/> NO	<input type="checkbox"/> YES	
If yes, do your staff have department of communities, child safety and disability services yellow cards?	<input type="checkbox"/> NO	<input type="checkbox"/> YES	
Advertising Preference	<input type="checkbox"/> 2 Page Spread <input type="checkbox"/> Full Page <input type="checkbox"/> Half Page <input type="checkbox"/> Quarter Page		
Number of Issues	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4		
By signing below, you agree that you are a designated authority for your business and agree with the terms and Conditions outlined on Page 3			
Name			
Signature		Date	

Total Amount Payable (please see table on page 2)

\$

