

Psychotherapy in Australia

ADVERTISING BOOKING FORM

With over 6000 readers with a direct involvement in psychotherapy and counselling, *Psychotherapy in Australia* is the perfect vehicle to advertise professional training events, conferences and more.

PLEASE NOTE: Advertising for BOOKS or AUDIOVISUAL MATERIALS is NOT available.

WHO IS THE CONTACT PERSON? WHAT ARE THE INVOICING DETAILS?

Contact Person:

Phone:

Email:

Invoice to:

Organisation:

Address:

State:

Postcode:

HOW WILL PAYMENT BE MADE?

(PAYMENT REQUIRED PRIOR TO PUBLICATION)

CHEQUE: Please find enclosed a cheque for \$ _____

CREDIT CARD: MC VISA Card No: ____ / ____ / ____ / ____ Expiry: ____ / ____

Cardholder Name:

Signature:

INVOICE: Please invoice for payment PRIOR to publication. **DIRECT DEPOSIT:** details supplied on Invoice.

WHAT TYPE OF ADVERTISING IS REQUIRED?

(PRICES INCLUDE GST)

BLOCK ADVERTISING OR BROCHURE INSERTS		ISSUE	MAILOUT
<input type="checkbox"/> Full Page (254 mm H x 180 mm W) \$595	<input type="checkbox"/> Full Page with Full Bleed (303 mm H x 213 mm W) \$635	<input type="checkbox"/> February 2012 Book by 23/12/2011	Early February
<input type="checkbox"/> Half Page Vertical (254 mm H x 88 mm W) \$325	<input type="checkbox"/> Half Page Horizontal (125 mm H x 180 mm W) \$325	<input type="checkbox"/> May 2012 Book by 1/04/2012	Early May
<input type="checkbox"/> Quarter Page Vertical (125 mm H x 88 mm W) \$190	<input type="checkbox"/> Quarter Page Horizontal (60 mm H x 180 mm W) \$190	<input type="checkbox"/> August 2012 Book by 1/07/2012	Early August
<input type="checkbox"/> National Brochure Insert 3000 brochures \$750	<input type="checkbox"/> VIC OR <input type="checkbox"/> NSW Brochure Insert 1200 brochures required \$375	<input type="checkbox"/> November 2012 Book by 1/10/2012	Early November

HOW WILL ADVERTISING COPY BE SUPPLIED?

(SPECIFICATIONS OVERLEAF)

- Advertiser will supply copy in accordance with specifications detailed overleaf.
 Advertiser requires assistance with copy design from PsychOz Publications' Graphic Designer.

DO YOU REQUIRE THE SERVICES OF PSYCHOZ PUBLICATIONS' GRAPHIC DESIGNER? PsychOz can assist with advertising preparation. FINAL WORDING of text must be supplied in Microsoft Word. Graphics (logos, images) to be supplied in .tif or .eps format at resolution of no less than 300 dpi. Images from websites are NOT suitable. **Additional costs apply** if changes to wording are requested after layout is complete.

COPY DESIGN ASSISTANCE REQUIRED

<input type="checkbox"/> Quarter page	\$55.00
<input type="checkbox"/> Half page	\$75.00
<input type="checkbox"/> Full page	\$90.00
<input type="checkbox"/> Minor text changes to existing copy	\$30.00

BROCHURE INSERTS

(LIMITED NUMBER AVAILABLE)

A4 inserts (110 gsm) supplied by advertiser can be mailed with the journal. Larger/heavier inserts are **NOT** possible. **BOOK EARLY:** Prior approval of insert is required. Please send an exact copy with a completed Booking Form.

DELIVERY: Brochures WILL NOT be collected from our Post Office Box.

DIRECT delivery by courier to **Level One, 288 High St, Kew VIC** is required ten days prior to mailout of the journal. Please phone to confirm delivery arrangements.

WHAT ARE THE SPECIFICATIONS FOR SUPPLY OF ADVERTISING COPY?

PsychOz Publications takes pride in the quality of journal layout design and reserves the right to refuse advertising copy that does not meet a high standard of graphic design.

All copy is **Black and White** and will be accepted in the following formats:

- High resolution .pdf files.
- Illustrator files with fonts created as outlines and all links embedded.
- Photoshop files supplied at 350 dpi and flattened.
- **PLEASE NOTE: Microsoft Word and Microsoft Publisher files CANNOT be accepted as copy.**

Email copy to: advertising@psychotherapy.com.au

FREE CALENDAR OF EVENTS LISTING

Every 3 months PsychOz updates the Calendar of Events listings at www.psychotherapy.com.au and notifies our electronic mailing list. Events with specific dates detailed in block advertising or brochure inserts will be listed in the Calendar for free. Please note that the Calendar of Events listings apply only for the 3 month period from the first day of the month in which the journal has been issued.

FREE CONSULTING ROOM CLASSIFIEDS

PsychOz Publications is pleased to offer **FREE** listings for Consulting Rooms at www.psychotherapy.com.au . Please see the Consulting Room section of www.psychotherapy.com.au for details on how to submit a listing.

CANCELLATION OF ADVERTISING BOOKINGS

Cancellation of an advertisement or insert after the booking deadline will incur a cancellation fee of 50% of the advertising fee for that advertisement.

DISCLAIMER

It is the responsibility of the advertiser to supply correct advertising copy and by the deadlines specified. PsychOz Publications does not take responsibility where incorrect copy has been supplied. PsychOz reserves the right to cancel or reject advertising that is offensive or not in keeping with its editorial values.

PsychOz makes every reasonable effort to mail the journal by the advertised dates. PsychOz is not liable for any loss or damage incurred by an advertiser as a result of any failure or delay in the distribution of *Psychotherapy in Australia*. Where an advertisement is not published through no fault of the advertiser, the advertising fee will be refunded.

PsychOz recommends that advertisers who are seeking to promote an event that will take place in the first two to three weeks after a journal's release date DO NOT rely on advertising in that issue of the publication.

COMPLETING THIS FORM ELECTRONICALLY

To complete this form on your computer and email it to Psychoz Publications you will need Adobe Acrobat Reader.

[Adobe Acrobat Reader](#)

PsychOz Publications, PO Box 124, Kew VIC 3101

Level One, 288 High Street, KEW VIC 3101

Ph: 03 9855 2220 Fax: 03 9855 2225

advertising@psychotherapy.com.au www.psychotherapy.com.au