



2019 Media Kit





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About The Council of Ambulance Authorities (CAA)

The Council of Ambulance Authorities (CAA), the peak body for the statutory or public providers of ambulance services in Australia and New Zealand, was formed by its members to collaborate on ambulance matters of national, regional and international importance.

Our members are the Ambulance Service of NSW, Ambulance Tasmania, Ambulance Victoria, ACT Ambulance Service, Queensland Ambulance Service, South Australian Ambulance Service, St John Ambulance Australia (NT), St John Ambulance Australia (Western Australia), St John New Zealand and Wellington Free Ambulance.



CAA Audience

The CAA audience are leaders in the pre hospital and ambulance sector including chief executive officers and senior management as well as academics, politicians and key decision makers in health and emergency management policy roles.

Advertising Mediums

CAA Website

The CAA website links an extensive array of information relating to the pre-hospital sector including events, research and publications. CAA's member services in Australia and New Zealand, along with our mission-aligned partners and sponsors can also be accessed on this site.

CAA E-News

CAA produces monthly* email newsletters which have a wide reaching online audience of local, national and international subscribers

Australasian Ambulance Magazine

Australasian Ambulance, the official journal of the Council of Ambulance Authorities, is a bi-annual magazine showcasing new approaches to management, best practice, innovations and governance, and contemporary issues relevant to the ambulance sector.



*at our discretion



Advertising Rates

The prices listed are based on a one-off purchase. Discounts apply for multiple purchases. (mixed media included)

CAA E News

Publication:	Monthly* : First week of month
Circulation:	800
Open Rates:	34.16%
Click Rate:	4.6%
Banner Ad Dimensions:	600px x 150px
Banner Ad Rates:	\$750 per edition
Artwork deadline	last week of previous month

CAA Website www.caa.net.au

Unique visits*:	3,900
Number of visits*:	5,133
Artwork Dimensions:	730px x 430px
Ad Rates:	\$750 per month

* avg 8 months

CAA Australasian Ambulance Magazine

Publication:	Bi annual: Winter & Summer
Print Circulation:	100
Digital Circulation:	800
Artwork Deadlines:	Winter edition: May 17
	Summer edition: October 18

Magazine Ad Specification and Rates

Full colour advert	Size (mm) (W x H)	Per issue	Both issues
Full page	210 x 297	\$3,000	Discount 20%
1/2 page landscape	182 x 130	\$1,800	Discount 20%
1/3 page portrait	58 x 267	\$900	Discount 20%
1/3 page landscape	182 x 85	\$900	Discount 20%
1/4 page landscape	182 x 62	\$900	Discount 20%
1/6 page portrait	58 x 130	\$700	Discount 20%
1/6 page landscape	182 x 31	\$700	Discount 20%
Inside front cover	210 x 297	+ 20% loading	Discount 20%
Outside back cover	210 x 297	+ 20% loading	Discount 20%

Note: All prices in \$AUD and exclude 10% GST.

Advertisements that are not print ready will incur an extra cost for design.

*at our discretion



Artwork Specifications

Supplying artwork

Digital Artwork

All web and email advertisement artwork must be supplied in:

- JPEG format;
- Set in correct dimensions (as per sizing requirements);
- Resolution set at 72 DPI; and
- Colour mode set as RGB.

Print Artwork

All advertisements should be supplied as a high resolution CMYK PDF.

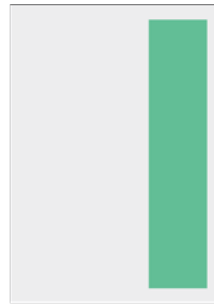
Full page advertisements should have a 3mm bleed to all edges, text should fall within a 14mm margin.



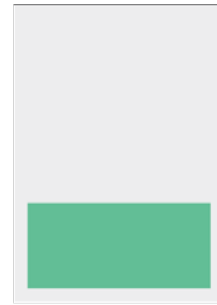
Full page
210mm x 297mm
(Safe type 182mm x 269mm, 3mm bleed)



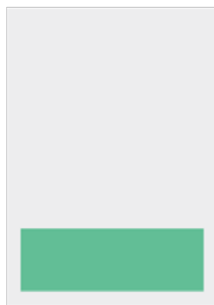
1/2 page landscape
182mm x 130mm
(no bleed)



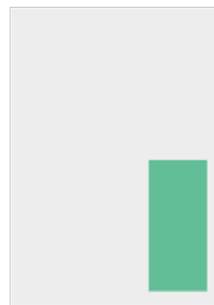
1/3 page portrait
58mm x 267mm
(no bleed)



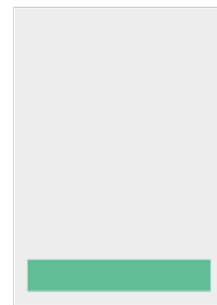
1/3 page landscape
182mm x 85mm
(no bleed)



1/4 page landscape
182mm x 62mm
(no bleed)



1/6 page portrait
58mm x 130mm
(no bleed)



1/6 page landscape
182mm x 31mm
(no bleed)

Important - Please Read

The advertising agreement between the Council of Ambulance Authorities Inc. (CAA) and 'advertiser' does not provide the 'advertiser' with any warranty or partnership rights relating to individual CAA members' tenders and/or expressions of interest at any point in time.

Please direct all enquiries and bookings to:

Franca James
Council of Ambulance Authorities

E: comms@caa.net.au

P: 0413 909 964

www.caa.net.au