

AUSTRALIAN JOURNAL OF HERBAL AND NATUROPATHIC MEDICINE ADVERTISING 2020/21

The *Australian Journal of Herbal and Naturopathic Medicine (AJHNM)* is Australia's leading herbal publication. A thoroughly modern, peer-reviewed and clinically relevant journal, the *AJHNM* can trace its origins back to publications issued by the Association as long ago as the 1930s. Issued quarterly, the *AJHNM* publishes material on all aspects of herbal medicine including philosophy, phytochemistry, pharmacology and the clinical application of medicinal plants.

***In 2020 the AJHNM completed it's migration to a digital platform,
creating new and exciting opportunities for advertisers!***

Some of the benefits include:

- *A growing electronic audience with expansion to overseas readers*
- *Journal indexed to the major international databases*
- *Altmetric for each article*
- *A higher penetration rate with the new platform*
- *Double digit growth in NHAHA membership numbers year on year*
- *Better access to your target audience of western herbalists and naturopaths*
- *Casual and full year bookings available*

Advertisement Size	Included Digital Advert	Casual rate, per issue	4 Issues, per issue	Publications in a calendar year (Please tick which issue/s you wish to advertise in)			
				March	June	September	December
		(Please tick appropriate box below)					
Back Cover *	50% of Leaderboard**	<input type="checkbox"/> \$1750.00	<input type="checkbox"/> \$1470.00				
Inside Back Cover *	25% of Leaderboard**	<input type="checkbox"/> \$1500.00	<input type="checkbox"/> \$1250.00				
Inside Front Cover*	25% of Leaderboard**	<input type="checkbox"/> \$1500.00	<input type="checkbox"/> \$1250.00				
Full page	50% of Square Advert***	<input type="checkbox"/> \$1300.00	<input type="checkbox"/> \$1100.00				
Half page	25% of Square Advert***	<input type="checkbox"/> \$700.00	<input type="checkbox"/> \$580.00				
Quarter page	12.5% of Square Advert***	<input type="checkbox"/> \$420.00	<input type="checkbox"/> \$350.00				

ALL ADVERTISING BOOKED INCLUDES BOTH HARDCOPY AND DIGITAL FORMATS

*Subject to availability

** Your Leaderboard Ad will appear at the top of each digital page and will remain visible as the reader scrolls down the page. The ad will appear for the percentage of impressions of the journal, in accordance with the percentage shown.

*** Your Square Ad will appear to the right of the digital page content and will scroll off screen as the reader scrolls down the page. Full page ads are allocated to the higher squares. The ad will appear for the percentage of impressions of the journal, in accordance with the percentage shown.

Rates include GST and are per edition

Please Note: All NHAHA Corporate Members are entitled to discounts on all above rates:

Gold Members—15%
Silver Members—10%
Bronze Members—7%

AD SPECIFICATIONS — HARDCOPY

Full page

Internal page:
170 mm x 240 mm,
no bleed required.

Back cover page:
210mm x 280mm,
3mm bleed on all sides.

Half page

170 mm x 118 mm

Quarter page

80 mm x
118 mm

AD SPECIFICATIONS — ELECTRONIC

Leaderboard Ads (jpeg files)

2020 px wide x 156 px wide (Maximum file size 100KB)

Square Ads (jpeg files)

*380 px wide
X
380 px wide
Maximum file size
100KB*

MATERIAL REQUIREMENTS

All advertising booked includes both hardcopy and digital formats.

- Artwork for your hardcopy advertisement should be provided in CMYK Format as a high resolution .pdf file at a minimum print resolution of 300 dpi.
- Artwork for your digital advertisement should be provided in RGB format as a .jpg file. Maximum file size 100KB.

Files under 10MB can be emailed to a.simiana@nhaa.org.au.

Journal Publication deadlines for advertisement booking and artwork.			
March	June	September	December
1st February	1st May	1st August	1st November

ADVERTISING TERMS AND CONDITIONS

- All advertising bookings must be confirmed in writing on the booking form.
- Payment to be made at the time of booking.
- Cancellations will only be accepted in writing and must be received prior to the booking deadline.
- Advertisements are accepted subject to the approval of the Editor.
- It is the responsibility of the advertiser to ensure that advertisements comply with the Trade Practices Act.
- Advertisements are accepted on the condition that the advertiser indemnifies the NHAHA against all actions, suits, claims, loss and/or damage and expenses resulting from anything published by the advertiser.
- Acceptance of these terms and conditions assumes responsibility for payment of any booked advertisement unless advised otherwise in writing.

I have read and accept the terms and conditions and confirm that I am authorised to sign on behalf of the organisation listed overleaf.

Signature

Name

Date

CONTACT DETAILS

Organisation/Company

Contact person Position

Address

Suburb State Postcode

Telephone Fax

Mobile Email

Would you be interested in receiving additional information outlining other corporate partnership opportunities with the NHAA?
If yes, please tick the areas of interest:

- | | |
|---|--|
| <input type="checkbox"/> Corporate Membership | <input type="checkbox"/> 2022 International Conference sponsorship or exhibition |
| <input type="checkbox"/> Classified and Job advertising | <input type="checkbox"/> Website advertising |
| <input type="checkbox"/> 2021 National Conference sponsorship or exhibition | |

PAYMENT DETAILS (all payments must be in Australian dollars):

Cheque: Please make cheques payable to *National Herbalists Association of Australia*.

Electronic funds transfer (EFT): Please note here the date of transfer:

Pay to: Macquarie Bank Ltd, 1 Shelley St, Sydney NSW Australia 2000

Account details: BSB 182 222 Acc No: 122 159 486

For International transfers: As well as the bank information above, you will need our Swift code: MACQAU2S

PLEASE INCLUDE YOUR COMPANY NAME & AJHNM IN THE REFERENCE LINE.

Credit card: Type (please circle) MasterCard Visa

*Please note: Paying by credit card will incur a 1.5% surcharge fee.

Credit card number _____ Expiry date ____ / ____

Cardholder's name Signature

Total Amount Paid: \$

CVV number

A tax invoice will be sent to you on receipt of payment.

(the 3 digit number on the back of your card)

Please email, fax or mail the completed form with payment to Anna Simiana:

Email: a.simiana@nhaa.org.au;

Fax: 02 8765 0091

Post: Australian Journal of Herbal & Naturopathic Medicine
PO Box 696
ASHFIELD NSW 1800