

# Advertising Kit 2020



TARGETED REACH  
**FROM THE INDUSTRY'S  
MOST TRUSTED VOICE**

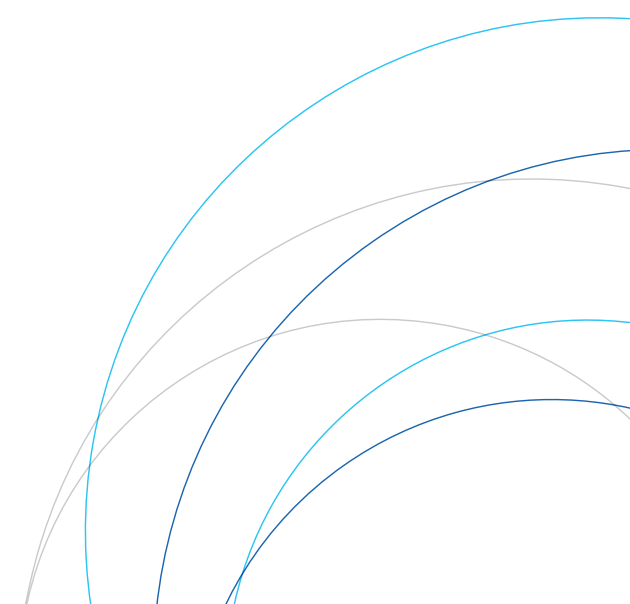
## **Connect and engage with osteopaths nationwide**

Osteopathy Australia is the peak body representing osteopaths across Australia.

Advertising with us allows you to tap into a loyal and receptive audience – and stay top-of-mind among osteopaths nationwide.

With diverse advertising channels available, Osteopathy Australia is here to help you connect with your most valued prospects in a way that works best for you.

Find out why osteopathy clinics, training organisations and other healthcare providers advertise with Osteopathy Australia – time and again.



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**Our most effective  
path to direct  
communication with  
osteopaths**



We've been marketing with Osteopathy Australia for years. And I can confidently say that they are our most effective and important path to direct communication with osteopaths.

Any business that wants to engage more deeply with the osteopathy community needs to talk to Osteopathy Australia.

JUSTIN DELLICASTELLI  
**BOWER BIRD CPD**

# OSTEO LIFE Magazine

The flagship publication for osteopaths in Australia

With exclusive and credible content, this premium publication is the ideal way to elevate your brand and showcase your offerings. Published quarterly, OSTEO LIFE has been the heart of Australia's growing osteopathy community since 1990.

## Reach & Readership



**print version** sent to members



**digital version** accessed online



## Audience



Clinic Directors



Osteopaths



Other Healthcare Providers

## Magazine Content



Industry News



Expert Views



Practical Articles

## Magazine Fees & Timelines

SIZE	CASUAL	2X	4X	TYPE AREA (mm)	BLEED SIZE (mm)	TRIM SIDE (mm)
<b>Inside Front / Back Cover</b>	\$1,500	\$2,850 \$1,425 per edition	\$5,436 \$1,359 per edition	190W x 277H	220W x 307H	210W x 297H
<b>Outside Back Cover</b>	\$1,700	\$3,230 \$1,615 per edition	\$6,210 \$1,530 per edition	190W x 277H	220W x 307H	210W x 297H
<b>Full Page</b>	\$1,200	\$2,280 \$1,140 per edition	\$4,320 \$1,080 per edition	190W x 277H	220W x 307H	210W x 297H
<b>Half Page</b>	\$700	\$1,330 \$665 per edition	\$2,520 \$630 per edition	-	-	180W x 123H
<b>Quarter Page</b>	\$400	\$760 \$380 per edition	\$1,440 \$1,360 per edition	-	-	87.5W x 123H
<b>Double-Sided Full Page Insert</b>	\$1,700*	\$3,230 \$1,615 per edition	\$6,120 \$1,530 per edition	190W x 277H	220W x 307H	210W x 297H
<b>Full Page Insert</b>	\$1200*	\$2,280 \$1,140 per edition	\$4,320 \$1,080 per edition	190W x 277H	220W x 307H	210W x 297H
<b>Half Page Insert</b>	\$700*	\$1,330 \$665 per edition	\$2,520 \$630 per edition	190W x 128H	220W x 158H	210W x 148H

All prices include GST. \*Inserts incur an additional cost. Please contact us to learn more.

ISSUE	BOOK BY	PAY BY	SEND MATERIAL BY	DISTRIBUTED ON
<b>Autumn 2020</b>	12 Feb 2020	21 Feb 2020	28 Feb 2020	23 Apr 2020
<b>Winter 2020</b>	13 May 2020	20 May 2020	27 May 2020	22 Jul 2020
<b>Spring 2020</b>	12 Jul 2020	19 Jul 2020	24 Aug 2020	21 Oct 2020
<b>Summer 2020 / 2021</b>	18 Nov 2020	25 Nov 2020	2 Dec 2020	27 Jan 2021
<b>Autumn 2021</b>	10 Feb 2021	17 Feb 2021	24 Feb 2021	28 Apr 2021

**We get results,  
every time**



Advertising in OSTEOPATHY LIFE  
has helped us increase brand  
awareness and initiate growth  
in the domestic osteo market.  
The booking process is smooth,  
communication is prompt – and  
we get results, every time.

VIVIAN MA, EXECUTIVE COORDINATOR  
**HOTTEEZE**

# eFlyer Advertisements

Connect with prospects – with credibility and authenticity

eFlyers are one of our most popular advertising mediums. By aligning your message with our trusted name, you can connect with prospects in a credible and authentic environment. With more than 3,000 osteopaths and student osteopaths on our database, we give you the reach and targeting power you need to get results.

## Audience



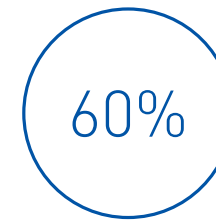
Clinic Directors



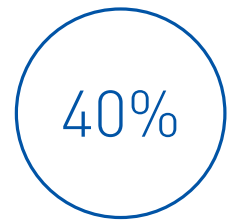
Osteopaths



Student Osteopaths



Female

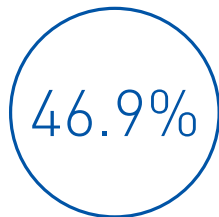


Male

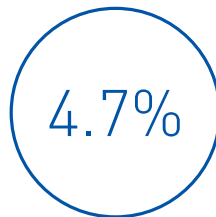
## Reach & Engagement



Email Subscribers



Average Open Rate



Average Click Rate

## Distribution Frequency

We send eFlyers once a week – at most – as we do not want to bombard our database with advertising. This also benefits you as an advertiser since it increases the prominence of your message.

What is more, we don't send the same type of eFlyer across two consecutive weeks. Accordingly, our eFlyer schedule is typically as follows ▶

If there is no advertising demand in a given week, no eFlyer is sent.

### WEEK 1

CPD course eFlyer

### WEEK 2

Positions Vacant or other dedicated eFlyer

### WEEK 3

CPD course eFlyer

### WEEK 4

Positions Vacant or other dedicated eFlyer



## CPD Course eFlyer

Osteopathy Australia is the most trusted source of CPD advice and options for osteopaths nationwide. Through our CPD course eFlyer, you can get your training program in front of our trusted member community.

What better way to reach your target audience?



Advertisers per eFlyer



Booking Lead Time



Material Lead Time

### Advertisement Position

Each CPD course eFlyer features four advertisers – with one appearing in our highly sought-after top banner.

We allocate this premium position on a first-come-first-served basis (however, this spot is not given to the same advertiser two CPD eFlyers in a row).

All other positions are also determined on a first-come-first-served basis.

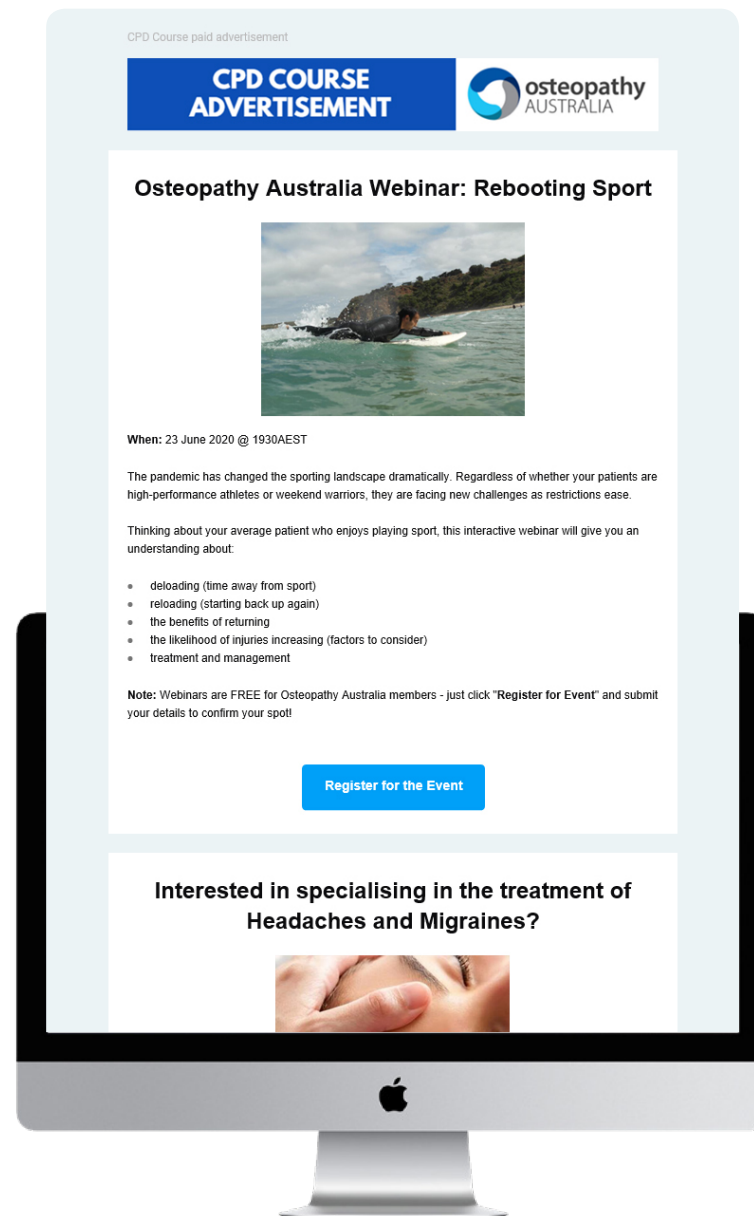
### How It Works

All you need to do is provide the following information:

- Advertisement headline** – max 100 words
- Advertisement body copy** – max 200 words
- Website link**

**Image** – 560 pixel wide by 375 pixel high

We'll then give you the opportunity to review and approve your ad – before we hit send.



# Positions Vacant eFlyer

Looking to find a new team member for your clinic?

Ask us about sending a dedicated eFlyer to promote the position.

1

Advertisers per eFlyer

14 days

Booking Lead Time

10 days

Material Lead Time

## How It Works

Simply provide the following information and we'll create the eFlyer for you:

**Email subject line**

**Headline**

**Body content** – 100-450 words

**Your logo** – JPEG or GIF, at least 600 pixels

**Other images you may wish to include**

– JPEG or GIF, at least 600 pixels

**Website links** – if relevant

We'll then give you the opportunity to review and approve your eFlyer – before we hit send.

## eFlyer Design

All our Positions Vacant eFlyers come with:

### Branding

Osteopathy Australia banner and disclaimer

**1 background colour**

White

**2 font colour options**

Black or Osteopathy Australia blue

**Additional font formats**

Bold and italic both available

**Other formatting options**

Lists, tables and horizontal dividers available

Struggling to find the right words and images? Ask us about our Custom eFlyer Creation Service.



## Other Dedicated eFlyer

Many of our members and other businesses send dedicated eFlyers to promote something specific. It is especially popular for those wishing to **sell or buy a business, lease a premises or room, or promote their products or services.**

1

Advertisers per eFlyer

14 days

Booking Lead Time

10 days

Material Lead Time

### How It Works

Simply provide the following information and we'll create the eFlyer for you:

**Email subject line**

**Headline**

**Body content** – 100-450 words

**Your logo** – JPEG or GIF, at least 600 pixels

**Other images you may wish to include**

– JPEG or GIF, at least 600 pixels

**Website links** – if relevant

We'll then give you the opportunity to review and approve your eFlyer – before we hit send.

### eFlyer Design

All our Positions Vacant eFlyers come with:

**Branding**

Osteopathy Australia banner and disclaimer

**1 background colour**

White

**2 font colour options**

Black or Osteopathy Australia blue

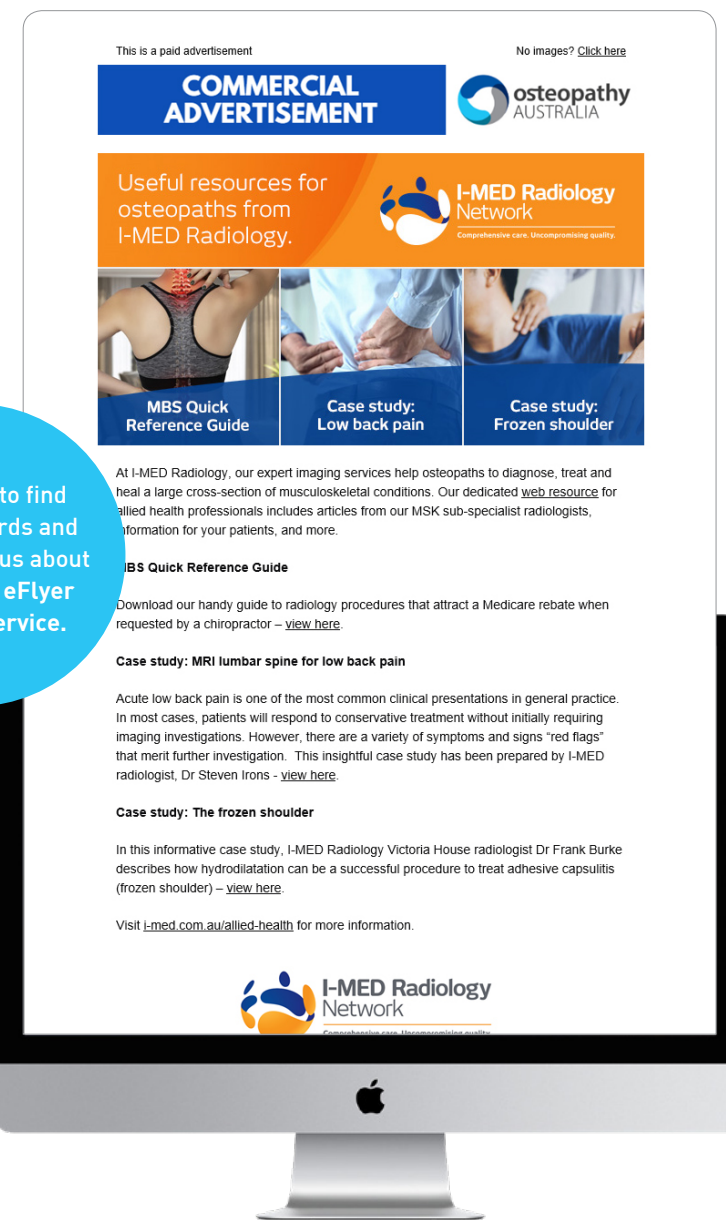
**Additional font formats**

Bold and italic both available

**Other formatting options**

Lists, tables and horizontal dividers available

Struggling to find the right words and images? Ask us about our Custom eFlyer Creation Service.



## eFlyer Fees & Options

AD TYPE	# OF ADVERTISERS	MEMBERS	NON-MEMBERS
CPD Course eFlyer – Top Banner	4	\$300	\$450
CPD Course eFlyer – Other Banner	4	\$200	\$350
Positions Vacant eFlyer	1	\$200	\$400
Other Dedicated eFlyer	1	\$400	\$600

OPTION	FEE
Editing Round 1	No charge
Editing Round 2 and Thereafter	\$50 per round
Extra Design Time (per hour)	\$70
Post-Analytics Report	\$50
Custom eFlyer Creation Service	\$500*

*\*Additional cost incurs on top of advertising rates.*

**The subscriber base is  
very responsive**



We send eFlyers with  
Osteopathy Australia regularly.  
The team is incredibly easy to  
work with – and the subscriber  
base is very responsive.

TEGAN REILLY, MARKETING  
**UNITE HEALTH**

# Website Advertisements

## The online hub for osteopaths nationwide

Our website is the port of call for Australia's osteopathy community. Healthcare professionals visit the site for a range of purposes – including industry updates, professional advice, clinical guidelines, CPD courses, jobs and business support.

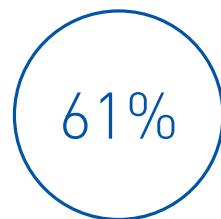
### Audience



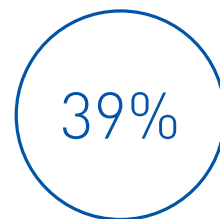
Our largest  
segment of  
online users



Our second  
largest segment  
of online users

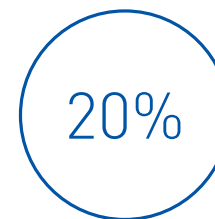


Female



Male

### Reach & Engagement



New users in  
the past 12  
months



Page views  
in the past 12  
months



Unique page  
views in the past  
12 months

# Advertising Options

## STANDARD BANNER

Size (PX): 600W x 396H

Promote your organisation, product or service with a banner on the Osteopathy Australia website.

## SIDE BANNER

Size (PX): 294W x 400

A side banner advertisement on dedicated pages is another effective way to get noticed.

## CPD COURSE ADVERTISEMENT

Size (PX): 337W x 196H

Our members are continually looking for ways to upskill – and earn more CPD hours in the process.

Advertising your course on our CPD page is a useful way to increase awareness and bookings.

## CLASSIFIED ADVERTISEMENT

Size (PX): 250W x 250H

Share a short snippet of information through a 6-week classified ad on our website.

Choose from the following categories:

### Locums

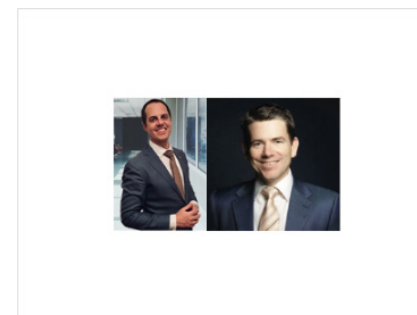
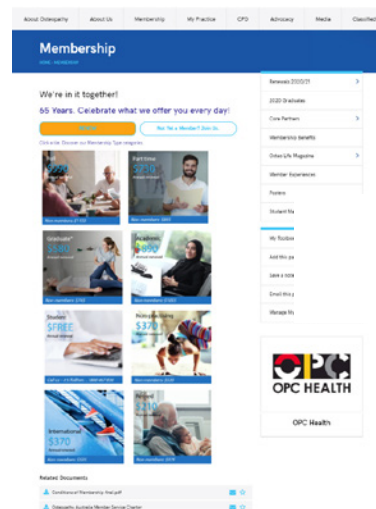
Find a locum to fill a temporary role

### Recruitment

Fill a position for your practice

### Commercial

Buy, sell or lease



Osteopathy Australia Webinar: Surgical Options for Common Knee Condition...

23 JULY 2020 7:30PM - 9:00PM

Non Member Price: \$38.00

Register



## Website Fees & Specifications

AD TYPE	COST	DURATION
<b>Standard Banner</b>	\$600	4 weeks
<b>Side Banner</b>	\$400	4 weeks
<b>Cpd Course Advertisement</b>	\$150 for members \$200 for non-members	Up to 3 months
<b>Classified Advertisement</b>	FREE for members \$75 for non-members	Up to 6 weeks



# Sponsored Facebook Posts

Get noticed on the world's largest social media platform

The Osteopathy Australia Facebook page is a popular daily destination for osteopaths across the country. And because we only offer one sponsored post per week, you get greater visibility and value for your spend.

## Audience



Osteopaths

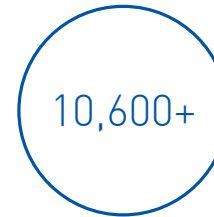


Student  
Osteopaths

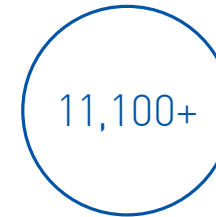


Other Healthcare  
Providers

## Reach & Engagement



Likes



Followers



Average new likes  
per week

## Facebook Fees & Specifications

VOLUME	MEMBERS	NON-MEMBERS	SPECIFICATIONS
<b>1 post</b>	\$100	\$250	One image – 940 x 788PX
<b>3 posts</b>	\$220	\$370	One paragraph – 150 words One URL
<b>6 posts</b>	\$500	\$750	

# Partnership Opportunities

**Looking for a deeper partnership? With direct access to Australia's osteopathy community, we know how to mobilise members and stakeholders.**

By becoming a formal Osteopathy Australia partner, you can strategically align your brand with ours – and position your organisation as a leader in your field.

We only partner with one organisation per industry each year. So, we encourage you to express your interest as early as possible.

To learn more about partnering with Osteopathy Australia, please contact:

**Leng Warwar**

**[lwarwar@osteopathy.org.au](mailto:lwarwar@osteopathy.org.au)**

**(02) 9410 0099**

**Recognises the  
importance of strong  
corporate partnerships**



Guild Insurance has partnered with Osteopathy Australia for over 16 years. Osteopathy Australia recognises the importance of strong corporate partnerships and our interactions are always professional and collaborative. We greatly value the benefits we receive from the relationship and will continue to do so for years to come.

**GUILD INSURANCE**

# Advertising Terms & Conditions

*All advertising needs to comply with the National Law and National Boards AHPRA.*

## OSTEO LIFE

- All advertising must comply with Commonwealth and State laws.
- Osteopathy Australia reserves the right to reject any advertising which is not compliant with the vision and purpose of the Association or material which does not conform with required formatting.
- Advertisements will be invoiced on receipt of the booking form and payment is due by the specified deadline. The advertiser is liable for all space booked, including multiple editions.
- If an advertiser has any outstanding payments due, no further advertising space can be booked. Osteopathy Australia reserves the right to cancel booked advertising space in the event of non-payment.

## eFlyer

- Content must be relevant to osteopathy and is subject to Osteopathy Australia approval. Osteopathy Australia reserves the right to refuse advertising.
- Content to be submitted electronically no later than five business days prior to broadcast.
- Copy will be formatted to comply with Osteopathy Australia template requirements including font, colour, and style.
- Images to be submitted in either PNG, JPEG or GIF format.
- eFlyers are placed on an email template with a mandatory Osteopathy Australia heading banner and a footer disclaimer stating that the item is a paid advertisement.
- The advertiser will receive a draft and the opportunity to send revisions. Further changes requested after the second draft will incur a fee outlined in the fee schedule.
- Osteopathy Australia is not responsible for missed broadcast dates due to delays in the eFlyer editing and approval process.
- Once payment has been received and therefore work has commenced on your eFlyer, payment will not be refunded. The eFlyer booking can be transferred to another available date without additional charge.
- No advertisements can be booked if any outstanding payments are due.

## Website Banners

All prices are inc. GST. Prices listed above include both desktop and mobile advertisement.

- Multiple advertisers may appear on advertising banners (max. of two)
- All artwork will be approved prior to upload- Osteopathy Australia decisions is final
- URL must not be included in artwork. Please submit this along with your artwork.
- Cancellation charges will apply if advertising is terminated before the due date.

## CPD Course

Osteopathy Australia coordinates presenters who endeavour to provide current and accurate information at all seminars, courses and events. All information presented is intended to be general and should not be relied upon as professional advice applying to specific circumstances.

Any views or opinions presented by speakers do not represent those of Osteopathy Australia or the institutions or organisations that the owner may be associated with in a professional or personal capacity unless explicitly stated.

Content must be relevant to osteopathy and subject to osteopathy Australia approval. Osteopathy Australia reserves the right to refuse advertising.

Images to be submitted in either PNG, JPEG or GIF format.

## Classified

By posting a classified advert you agree to the following conditions and we ask that you keep in mind that the Classified section of the website is a public viewing area:

- Advertising cannot be placed on behalf of a third party or a non-Osteopathy Australia Member. Any advertisement in breach of this condition will be removed and invoiced at the full non-Osteopathy Australia Member rate
- No slang e.g. rubbers and crackers
- No discriminatory references e.g. to gender, race, age etc
- No product advertising
- Advertising must only relate to the recruitment of osteopaths or sale of osteopathic practices
- Multiples of the same adverts will be deleted
- Advertising deemed by Osteopathy Australia to be offensive will be removed without prior notice
- Ads will be automatically removed after 6 weeks, if you want to continue an ad, you will need to replace the ad. Osteopathy Australia staff will not be able to do this for you

## Sponsored Facebook Posts

All prices are inc. GST.

- Multiple sponsored Facebook post
- All artwork will be approved prior to upload- Osteopathy Australia decisions is final
- URL must not be included in artwork. Please submit this along with your artwork.
- Cancellation charges will apply if advertising is terminated before the due date.

# Ready to connect and engage with osteopaths nationwide?

We continually strive to promote  
and enhance the industry through  
our diverse advertising mix.  
And we'd love for you to join us.



1800 467 836

[info@osteopathy.org.au](mailto:info@osteopathy.org.au)

[osteopathy.org.au](http://osteopathy.org.au)

**National Office**

Suite 4  
11 Railway Street  
Chatswood  
NSW 2067

**Postal Address**

PO Box 5044  
Chatswood West  
NSW 1515