

Aged Care Queensland Inc

RESOURCE GUIDE 2012

**Your guide to services,
products and useful
contacts**

DON'T MISS THIS LIST!

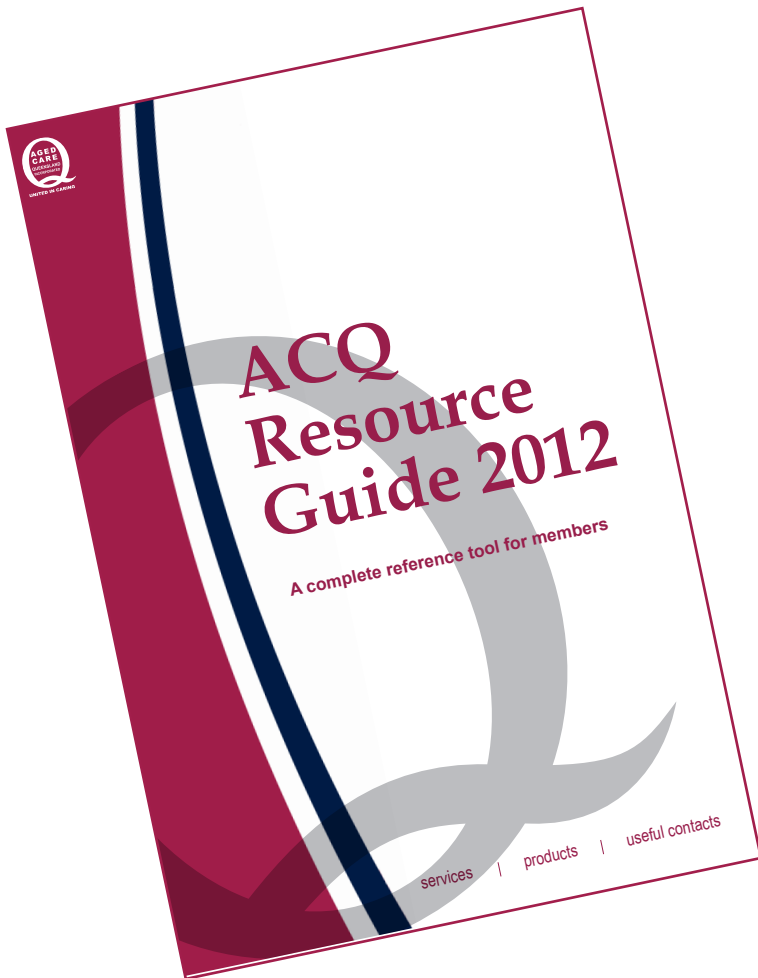
**At ACQ we are helping you to stay in touch with
our growing member base.**

The annual Resource Guide is an essential information source for industry operators and managers to find the right people to provide advice, service or goods.

The ACQ Resource Guide is updated every year and distributed to all members including new entrants to the industry, stakeholders and buyers of goods and services.

A full page or half page colour display advertisement is the perfect opportunity to advertise your expertise and increase your marketshare within the aged care industry.

You can also draw attention on your listing by adding a promotional paragraph or special member offer.



For further information or to book your ad please ring 3725 5555

BOOKING DEADLINE FRIDAY 4 NOVEMBER 2011

MATERIAL DEADLINE FRIDAY 18 NOVEMBER 2011

Resource Guide 2012 Advertising Options

To secure your booking please return this form and payment to Aged Care Queensland
PO Box 995, Indooroopilly Q 4068 Fax: 07 3715 8166 Email: hugos@acqi.org.au

Booking Details

PLEASE PRINT CLEARLY - This information will be used in your standard listing

Contact person _____

Company/organisation _____

Billing Address _____

Phone _____

Fax _____

Email _____

Website _____

Advertising Type

Refer to the list at right to **specify the category** you would like your listings to appear under. All prices are ex GST.

Listing	Category	Price
Industry Listing	_____	\$ 100
Premium Listing*	_____	\$ 350
Paragraph Listing	_____	\$ 450
Half Page Colour Ad	_____	\$ 850
Full Page Colour Ad	_____	\$ 1700

Please indicate if you are interested in a special position (i.e back cover, inside front cover, inside cover).
A fixed charge of \$2200 applies

* Premium listing includes Logo, text in colour.

Terms & Conditions

Full Payment is required with your booking. **Should payment not be received within 14 days of invoice date, or prior to Wednesday 12 November 2010 the editor reserves the right to sell booked advertising space to another party.** Upon receipt of this application, a confirmation letter and tax invoice will be forwarded. **Cancellation Policy for Sponsorship and Advertising: Your cancellation must be in writing.** An administration fee of 25% of the contracted price is retained should the cancellation be more than one month prior to publication and 100% of the contracted price should cancellation be less than one month prior to publication. Your signature below is taken as confirmation of your booking, acceptance of the details of the relevant sponsorship/advertising as listed in this material, and acceptance of these conditions.

Name _____

Title _____

Signature _____ Date _____

Listing Categories

Use this list to specify at left the category you would like each listing to appear under.

- | | |
|---|--|
| 1 Accommodation - Aged Care Residential & Respite | 26 Home Care Services |
| 2 Accountants | 27 Laundry - Consumables & Equipment |
| 3 Advertising / Marketing | 28 Legal Advice - Solicitors |
| 4 Architects | 29 Maintenance Services |
| 5 Audit & Benchmarking | 30 Medical & Pharmaceutical Services |
| 6 Banks Financial Planning & Superannuation | 31 Medication Charts & Records |
| 7 Call Systems / Emergency Call Systems | 32 Nursing Agency |
| 8 Cleaning / Grounds Maintenance | 33 Nutrition |
| 9 Cleaning Chemicals & Related Services | 34 Office Supplies |
| 10 Consultants | 35 Payroll |
| 11 Education Training | 36 Plumbing / Hydraulic Services |
| 12 Elder Law Research & Consultancy | 37 Printing |
| 13 Energy Broker / Advisor | 38 Professional Health & Allied Health |
| 14 Engineers | 39 Project Management |
| 15 Equipment Suppliers | 40 Quantity Surveyors |
| 16 Event Management | 41 Records Management |
| 17 Floor Coverings | 42 Research & Consultancy |
| 18 Food Services | 43 Security |
| 19 Funeral Services | 44 Security Consultants |
| 20 Furniture / Office Supplies | 45 Software & Computer Systems |
| 21 Ground Maintenance | 46 Staff Recruitment Services |
| 22 Hand Hygiene | 47 Valuers |
| 23 Information Services | 48 Vehicle Brokers |
| 24 Insurance | |
| 25 IT Support & Computer Software | |

For more information and advertising options call Hugo Silva on 07 3725 5579 or 0408 445 505

Resource Guide 2012 Advertising Options

Display advertising can help you stand out

ACQ Resource Guide advertising offers a variety of products with the opportunity to include content, colour and imagery of your choice, all effectively helping you reach your target customers.

Option 1: Premium Listing

- Promote your business contact details email and website with a bold priority
- Premium listings can help you get noticed
- This new listing allows your business to command attention

Example:

GRANT THORNTON	
Industry Partner	GPO Box 1008 BRISBANE Q 4001 P 07 3222 0200 F 07 3222 0444 E shancox@grantthornton.com.au W www.grantthornton.com.au

Option 2: Paragraph Listing

- Upgrade from a premium listing to incorporate up to 50 words of promotional copy to advertise your products and services of expertise
- Include your members discount offer in no more than 5 words, e.g 20% off first consultation (note: 20% counts as 1 word) or just have a paragraph about your organisation
- Provides you with the opportunity to include information to help promote your business and provides a substantial point of difference from your competitors
- This option allows you to display your corporate logo
- Promote your business contact email and website with a bold priority

Example:

BAYTON HEALTH SUPPORT SERVICE	
Corporate Subscriber	17 Creswell Street NEWSTEAD Q 4006 P 07 3252 3430 F 07 3252 3326 E jaleb@compact.com.au W www.bayton.com.au
	

Bayton Health Support Services provide quality facility management solutions in servicing your needs in aged care hostels and nursing homes, services provided include: cleaning maintenance, servery staff, handyman staff, laundry staff, chemical/requisites supplies and grounds/gardens.

Option 3: Corporate Advertisement

- A half page or full page full colour corporate ad will appear on the right hand page, close to your standard listing. You can include additional information, large images, text and graphic devices to help customers develop a clearer understanding of what your business is offering
- Supply your own finished artwork or commission ACQ to design an ad for you

Full Page Advertisement



Prime positioning
Increased opportunity to appear on a right hand page closer to your listing

Size
Stand out and use the space to include images that showcase the products and services you offer

Colour
Highlight important details and/or reinforce your brand identity with the use of colour

Half Page Advertisement



Resource Guide 2012 Advertising Options

ART SPECIFICATIONS

PLEASE NOTE:

If artwork is not supplied to these specifications you will be charged \$80 per hour to have your advertisement reformatted correctly.

AD SIZES

FULL PAGE FULL COLOUR AD

Live image area 136 mm (w) x 198 mm (h)
Trim size 148 mm (w) x 210 mm (h)
Bleed size 154 mm (w) x 216 mm (h)

HALF PAGE FULL COLOUR AD

Live image area 136 mm (w) x 93 mm (h)
Trim size 148 mm (w) x 105 mm(h)
Bleed size 154 mm (w) x 111 mm(h)

Please note: if you require bleed on a half page ad please take into account that your ad may run at the top or bottom of the page.

COLOURS

FULL COLOUR ADS

Must be supplied as CMYK

SUPPLYING ART

- Artwork should be supplied on CD and be accompanied by a colour printout
- Files must be compatible with Illustrator 8.0, Photoshop 5.0. Files created in Word, Publisher or any other package not listed above cannot be accepted
- Non- digital artwork forms (eg. film) cannot be accepted

GRAPHICS AND IMAGES

- Please supply all support files, graphics and images. they must be saved in tiff
- Scanned photos and logos must be high resolution (300pixels/inch at 100%)
- We recommend that images are not enlarged by more than 10% for quality reproduction.

PDF FILES

- Finished art in PDF format can only be accepted if it has been created to commercial print production standards
- We strongly discourage the use of coupons
- All care will be taken, however, the publisher cannot be responsible for any problems resulting from supplied digital files
- Aged Care Queensland reserves the right to reject digital files which are not of a reasonable commercial quality
- Please supply a self addressed envelope if you would like your material returned.

BOOKING : FRIDAY 4 NOVEMBER 2011

MATERIAL : FRIDAY 18 NOVEMBER 2011