

INTRODUCTION

What is engage?

engage is a quality, independent, educational monthly e-newsletter for the Australian Aged Care Sector.

Publisher

engage is published by Total Aged Services. Established in 1993, Total Aged Services is owned & managed by Wane Woff who has over 35 years experience in the sector as clinician, manager, educator, consultant, publisher & event/conference organiser.

Content

engage delivers stories, research, opinion, case studies, analysis & discussions on a broad range of issues for the sector - management, clinical, safety, quality, buildings/maintenance, education, regulatory compliance, events/conferences and much more.

Audience

engage is designed for managers, health/other professionals & personnel working in/for/with the aged care sector - residential, community, in-home or acute care settings.

Job titles/professions of newsletter recipients include: CEO | CFO | Owner/Operator | Developer | Manager Executive DON | DON | DDON | Nurse Unit Manager | Coordinator | Team Leader | Education Coordinator Quality Manager | Case Manager | Assessment Officer | Facilities/Maintenance Manager | Purchasing/Supply Manager | Business Development Manager | OH+S Manager | Architect | Designer | Nurse | Social Worker Physiotherapist | Occupational/Diversional Therapist | Accountant | Architect | Dietitian | Care Worker | PCA

Profile/Figures



**Database 13,000
Australia Wide**



1,300+ Likes



~40% Residential
~30% Community
~30% Other Settings



1,100+ Followers



~50% Victoria
~30% New South Wales
~20% Other states/territories



4,400+ connections

So why should I advertise in engage?

- Strong & diverse database
- Quality content of newsletter
- Ability to develop custom packages
- Competitive pricing
- Value add of social media exposure as part of advertising fees

See next page for advertising options/pricing

ADVERTISING OPTIONS

Premium Banner

- \$1,000 plus GST
- Prime position under engage logo & size ensures great exposure to readers
- Includes dedicated Facebook + Twitter Posts

Standard Banner

- Position 1 - \$700 plus GST
- Position 2 - \$600 plus GST
- Position 3 - \$500 plus GST
- Includes dedicated Twitter post

Upcoming Events

- \$200 plus GST
- Great cost effective option to promote your event

Featured Product/Service/ Organisation/Event

- \$900 plus GST
- An 'article style' opportunity for you to profile your organisation or specific product/service/event with appropriate link to website, document etc
- Includes dedicated Facebook + Twitter Posts
- Option to package with premium or standard banner ad (POA)

Press Releases/Supplier News

- \$200 plus GST
- Great cost effective option to get your message out

See Ad Specs/Requirements for further details on Page 4

**NEWSLETTER
FORMAT**

**BOOKING
FORM**

Enquiries/Bookings

If you have any questions, want to create a custom package, or simply want to book an ad, all you need to do is contact Wayne:



Wayne Woff
Manager - Total Aged Services
M 0422 484 209 | F 03 8648 0638
office@totalagedservices.com.au
www.totalagedservices.com.au

DEDICATED EMAIL CAMPAIGN (DEC)

In addition to the variety of advertising options in the Engage Newsletter (as outlined on Page 2), we are pleased to offer a **Dedicated Email Campaign (DEC)** to all potential advertisers.

The DEC provides advertisers with an **exclusive opportunity** to access the full Engage database (over 13,000 Australia wide) for their own exclusive promotional purposes.

The potential to reach this **extensive audience** with your own dedicated message provides an **unrivalled opportunity** - whether it be for launching a new product, advertising a major Event/Conference, or simply strengthening your brand recognition, the DEC is an option that should be an **integral part** of your overall **marketing strategy**.

Having researched other like opportunities in the Aged Care Sector, we believe our Dedicated Email Campaign represents **excellent value for money**, especially when combined with the other advertising opportunities available in the monthly Engage Newsletter.

In relation to your DEC, there are 2 options available:

- Option 1: **Design your own** - You provide us with finished campaign as per the specs provided on Page 4
- Option 2: **We design it for you** - based on images/content supplied by you

See Specs/Requirements for further details on Page 4

\$2,500 plus GST
(You design)

\$3,000 plus GST
(We design)

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FORM**

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ADVERTISING SPECIFICATIONS/REQUIREMENTS

Premium Banner

- Ad dimensions: 600px wide x 180px high
- JPG or PNG Format
- HTML link to be embedded into the banner
- Twitter Post: 140 characters max.
- High Res copy of company logo

Standard Banner

- Ad dimensions: 600px wide x 100px high
- JPG or PNG Format
- HTML link to be embedded into the banner
- Twitter Post: 140 characters max.
- High Res copy of company logo

Upcoming Events

- High Res copy of company/event logo
- Event details (max. 50 words) - name, dates, location, organiser, contact info
- Html link to event

Press Releases/Supplier News

- High Res copy of company logo/suitable image
- Up to 50 words introductory text to item
- Html link to press release or news

Featured Product/Service/ Organisation/Event

- Include 1 x image - 300px wide x 200px high
- Image to be in JPG or PNG Format
- Text 'grab' next to image - maximum 65 words
- Link to article/product/web page
- High Res copy of company logo
- Twitter Post: 140 characters max.

Dedicated Email Campaign (DEC)

Option 1 - Design your own

- HTML file format, with all links embedded
- Text file (for non-HTML clients)
- Subject line - maximum 50 characters
- Maximum width 600px
- Maximum height 1200px

Option 2 - We design it for you!

- Supply content - including images, text and links
- We design your email
- You approve content/delivery before emailed out
- Subject line - maximum 50 characters

PLEASE NOTE:

- There is no minimum text size for banner ads - however, please be mindful of readability
- Discounts available for multiple ads (either in single edition or across multiple months)
- Quotes can be provided upon request for **banner/ad design service**
- Due date for ads is the 15th of the month prior to publication
- **Newsletter Format** is provided via link on **Page 2**

ADVERTISING - TERMS + CONDITIONS

1. Advertisers wholly indemnify Total Aged Services (TAS) against any claims, losses, damages or costs arising from the publication of any advertising material submitted by any advertiser to TAS in relation to but not limited to defamation, breach of copyright or trademarks, trade practices, fair trading matters, privacy infringements and any other such matter or thing. In addition, advertisers warrant to TAS that any advertising material so submitted will not in any way give rise to any claim against any advertiser or TAS as a consequence of TAS publishing any of the advertising material.
2. Advertising material in every respect is subject to the approval of TAS.
3. The approval of any advertising material is not to be taken as acceptance by TAS that the material does not breach any of the advertiser's warranties as contained in Condition 1.
4. The placing of any advertising material does not imply any endorsement by TAS of the advertising material or of the advertiser or related products or services.
5. Advertising material must be provided by the stated deadlines and in the appropriate format and size, otherwise no guarantee of inclusion of the advertising material can be given.
6. Advertising invoice payments must be made (at the latest) by the final day of the month preceding the scheduled publication of the advertisement unless otherwise agreed. Failure to make this payment may jeopardise the publication of the advertisement.
7. The failure of TAS to publish any advertising material shall not give rise to any claim for damages or compensation on the part of any advertiser and the advertiser hereby releases TAS with respect to any such act or omission.
8. Cancellation of any advertising material will only be accepted in writing.
9. Advertisers agree that in entering into this agreement they have not relied on any claim or representation by TAS and that the terms of this agreement constitute the total agreement between the parties.
10. Whilst every care has been taken to ensure accuracy, TAS cannot be held responsible for any errors, changes or omissions in any advertising material no matter howsoever occurring. The advertisers agree to make no claim with respect to any such matter and release TAS with respect thereto. The responsibility for the accuracy & presentation of the ad rests solely with the advertiser.
11. The nature of the arrangements in relation to advertising costs is to be held in strictest confidence by both the advertiser & TAS.