

Media Kit - 2011 Directory



SENIORS CARD

Seniors Card
D I R E C T O R Y

SENIORS CARD

Government of South Australia
Department for Families and Communities




2009 Directory
Your Lifestyle Guide
South Australia
Valid January - December 2009

Use your Seniors Card for discounts when you shop or travel!

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2010 Directory
Lifestyle Guide
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At a glance 2011



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SENIORS CARD

Seniors Card

The 2011 Seniors Card Directory will be sent free of charge to every South Australian household receiving the Seniors Card.

Reaching over 300,000 people via the official data base of Office for the Ageing, this growing market will have information about the products and services your company can provide, right at their fingertips for the following 12 months.

Benefits to advertisers:

- The ability to reach a potential market of more than 300,000 consumers largely ignored by traditional advertising.
- A direct targeted mechanism able to reach the 60 and over age group, utilising the official database of Office for the Ageing.
- 12 month life span of Directory.

Who is eligible for the Seniors Card?

All permanent residents of Australia aged 60 years or over who meet the Office for the Ageing criteria. There are no income restrictions and the consumer applies for the card. The Seniors Card is issued free of charge.



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SENIORS CARD

Terms & Conditions

The publishers reserve the right to refuse, cancel or to revise any advertisement to accord with the standards of the publication. They accept no liability whatsoever for any loss or damage caused by an error or inaccuracy in the printing of any advertisement and do not give any undertaking that an advertisement will be inserted by any specific date, although every effort will be made to meet the requirements of the advertisers. While the publishers will take every care with the original material and transparencies, they will not be liable for any loss or consequential loss. In the event of copy not being supplied on time, the publishers reserve the right to repeat any previous advertisement at the advertiser's expense. A 25% cancellation fee will apply to all cancellations made after booking deadline. All advertisements in the publication will be accepted only on the express condition that the advertiser warrants that the advertisement does not in any way contravene the provisions of the Act.

Rates 2011

Size	Full Colour
A. 1 Line Package	\$235
B. 3 Line Package	\$495
C. 3 Line Package with Logo	\$650
C+. 4 Line Package with Logo	\$795
D. Quarter Page (38x80mm)	\$1,200
E. Half Page (84x80mm)	\$2,145
F. Full Page (175x80mm)	\$4,600
G. Double Page (175x180mm)	\$6,250
P. Pointer	\$150

* Prime positions on application

Inserts

Price on application.

Design Service

We have an in-house graphic design department which is available for the development of advertising concepts, production and graphic solutions. We also specialise in web development.

Sponsorship Packages

Available on application.

Conditions

All advertising must adhere to the Government and Publisher Terms and Conditions and acceptance of material is subject to approval. Charges apply for advertising production.



Specifications 2011



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SENIORS CARD

A. 1 Line Package

Includes: business name in bold capital letters, suburb, street address and phone number. 1 line of text only - no logo allowed. Copy is set according to template - refer to sample.

B. 3 Line Package

Includes: business name in bold capital letters, suburb, street address and phone number. 3 lines of text only. Copy is set according to template - refer to sample.

C. 3 Line Package with Logo

Includes: business name in bold capital letters, suburb, street address and phone number. 3 lines of text only - logo included. Copy is set according to template - refer to sample.

C+. 4 Line Package with Logo

Includes: business name in bold capital letters, suburb, street address and phone number. 4 lines of text only - logo included. Copy is set according to template - refer to sample.

D. Quarter Page

Size: 38mm x 80mm wide. (Type area: 28mm x 70mm) Artwork supplied may be utilised in any configuration or layout, type and style. All ads must be bordered. **Type no less than 10pt.**

E. Half Page

Size: 84mm x 80mm wide. (Type area: 74mm x 80mm) Artwork supplied may be utilised in any configuration or layout, type and style. All ads must be bordered. **Type no less than 10pt.**

F. Full Page

Size: 175mm x 80mm wide + 10mm bleed on covers. (Type area: 165mm x 70mm) Artwork supplied may be utilised in any configuration or layout, type and style. All ads must be bordered. **Type no less than 10pt. Position by negotiation.**

G. Double Page

Size: 175mm x 180mm wide. (Type area: 165mm x 170mm) Artwork supplied may be utilised in any configuration or layout, type and style. All ads must be bordered. **Type no less than 10pt. Position by negotiation.**

P. Pointer

Pointer listings are allowed in other categories. Includes: business name in bold capital letters and reference to page number