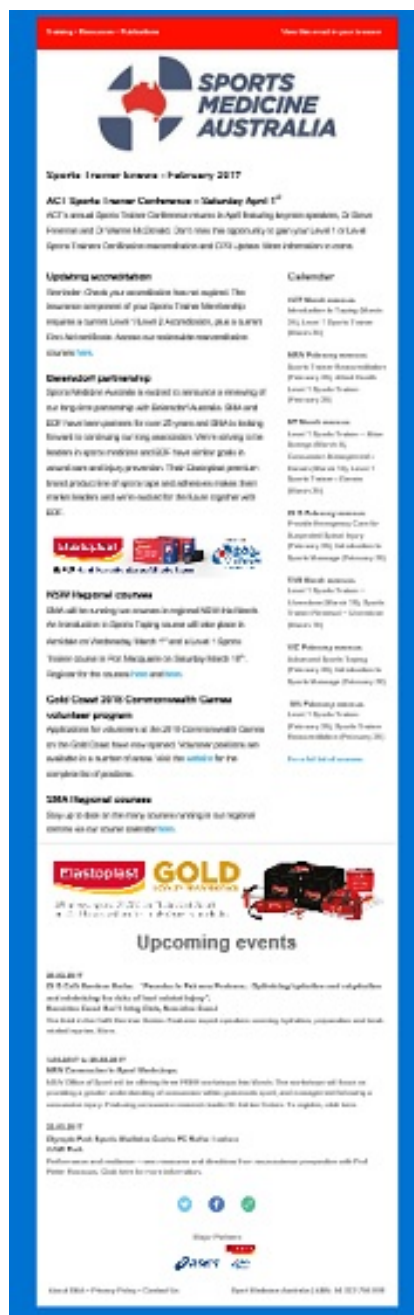


ADVERTISING RATE CARD 2017

Enews - the fortnightly electronic communication of Sports Medicine Australia



Sports Medicine Australia distributes the SMA Member Enews and the SMA Sports Trainer Enews each month.

Thursday of every month.

SMA MEMBER ENEWS

This electronic communication is sent to approximately 5,000 SMA members the first Thursday of every month (except January).

Open rate: 24.01%
Industry open rate: 28.27%
Click through rate: 10.68%
Industry click through rate: 3.64%

Open rate: 42.37%
Industry open rate: 24.27%
Click through rate: 16.41%
Industry click through rate: 3.64%

ABOUT SPORTS MEDICINE AUSTRALIA

Sports Medicine Australia is Australia's peak national umbrella body for sports medicine and sports science, and is widely acknowledged overseas as the world's leading multi-disciplinary sports medicine body. Servicing more than 4,000 members it plays an active role in educating professionals and sports-minded community members and in assisting all active people to achieve optimal benefits from their exercise, activity and competition.

SMA SPORTS TRAINER ENEWS

This electronic communication is sent to approximately 19,000 SMA accredited sports trainers and sports first aiders the third

ADVERTISING SPECIFICATIONS AND RATES 2017 (INCL GST)

Type	Size	Format	Price
Colour banner ad display	160 x 200 px	.jpeg or .gif	\$275
Colour banner ad display	160 x 400 px	.jpeg or .gif	\$450
Classified listing	Heading, one line description and weblink	Email or Word format	\$110 (Non SMA Member price) \$25* (SMA Member price)

* Please note: as part of SMA membership all SMA members are entitled to one classified listing at this price per year. For more than one classified listing per year the Non SMA Member price will apply.

PACKAGE DISCOUNTS

10% discount on multiple bookings. 15% discount on annual booking. All advertising rates are for ready artwork supplied by the client. Artwork must be supplied in the format listed above; otherwise the following charges will be incurred: \$130 including GST surcharge for preparation of artwork for GST, \$70 including GST editing charge for changes to current and/or subsequent advertisements.

DEADLINES

All material is to be submitted by 10am the Monday before distribution. Unfortunately any material received after this time will not be able to be included.

CONTACT

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