



SOUTH AFRICAN SPEECH-LANGUAGE-HEARING ASSOCIATION
SUID AFRIKAANSE VERENIGING VIR SPRAAK-TAAL-GEHOOR

LOCAL ADVERTISING RATES: 2010

Please note the following: (applicable to all hardcopy advertising)

All prices quoted in Rands, including VAT @ 14%.

Payment for advertising in the SAJCD is on distribution of the publication. **Payment for electronic classified advertisements, the Communiphon and Private Practitioner's CD** is on invoice, and advertising on the website will be either in advance per month, or in advance for six month period.

The advertiser must supply advertisement in electronic format (.jpeg or .PDF file format). Advertising material to be e-mailed by arrangement with the Advertising Manager (if file size less than 3Mb), or arrangements made for direct person-to-person delivery. Inserts to be delivered to packing address, by arrangement.

Page dimensions, for the SAJD, are margin-to-margin dimensions (in mm height x width) and advertisers are reminded to include allowance for a 3mm bleed.

COMMUNIPHON

The Communiphon is the official newsletter of the Association and information regarding the day-to-day function of the SASLHA standing committees, the regional branches, and their members, clinical updates, book and software reviews, personal profiles and information related to courses and workshops being offered are published in each edition. Three editions of the Communiphon are distributed via CDs. The lead time for each of these editions is indicated below:

Edition	Advertising booked by....	Final DTP	CD's printed during....	Distribution by...
Autumn 2010/354	28 February	16 March	March	April
Winter 2010/355	10 June	16 July	July	August
Summer 2010/356	30 October	19 November	November	December

Description	Black & White	Colour
Full page PDF in body of CD	1922	3894
Half page PDF in body of CD	1177	2500
¼ page PDF in body of CD	736	1322
Banner Advert in body of CD	N/A	2500
Banner Advert and Full page PDF in body of CD	N/A	5500

SASLHA Advertising Rates – Local – 2010

Please Note: The South African Speech, Language and Hearing Association is not responsible for the statements or opinions advanced in any of its publications and does not necessarily endorse any of the products or services advertised.

POST-OUTS

SASLHA distribution lists will not be sold to any outside agency or institution and is for the use of the SASLHA administration only. However, organizations wishing to distribute pamphlets or other information brochures are welcome to contact the Advertising Manager and arrange for a separate mail-out to members. Inserts are to be supplied, and SASLHA will label and post to our membership. This will be quoted separately, based upon the number of pages and any additional sorting which may be required.

JOURNAL (SOUTH AFRICAN JOURNAL OF COMMUNICATION DISORDERS)

The South African Journal of Communication Disorders is the only journal in South Africa exclusively publishing academic and scientific research reports in the field of speech and language therapy and Audiology. The SAJCD is distributed to all SASLHA members, and contributors, additional subscribers (locally and internationally), all University libraries and the 5 legal deposit libraries. The Journal is usually printed once annually (although special editions have been published previously), and all articles will be published electronically on the SASLHA website (in addition to availability as a downloadable .PDF file).

All advertising in the SAJCD will be subject to approval from the Editor: SAJCD in order to maintain international academic/scientific credibility. No recruitment advertising or classified advertisements/ advertorials will be permitted in the SAJCD, although these can be included as separate inserts

Description	B&W	Colour
Full Page A4	2497	N/A
Back Cover A4	N/A	10064
Half Page	1616	N/A
Inside Front A4	N/A	11606
Inside Back A4	N/A	8741
Inserts (supplied)	5.50 per sheet	

SASLHA MEMBERSHIP DIRECTORY CD

The SASLHA Membership Directory CD contains contact details for speech-language therapists and audiologists working in private practice, and recently introduced a section for schools, clinics, public hospitals where speech-language therapy and Audiology services are offered. It is distributed to all SASLHA members, university clinics, hospitals (public and private sector), other allied health professional associations and non-profit organizations, medical aid societies and to selected ENT specialists and paediatricians.

Description	Fee
Full page PDF in body of CD	3500
Half page PDF in body of CD	2500
Banner Advert in body of CD	2500
Banner Advert and Full page PDF in body of CD	5500

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WEBSITE / E-ZINE

The SASLHA website and monthly e-zine (electronic newsletter) is fast becoming our primary communication interface with our members, and is updated on a regular basis by a dedicated service provider. It complements the current publication and communication network of the Association.

Two options are available for advertising on the website: either through a classified advertisement (text only) or graphic advertisement linked to a products/services portfolio page. The e-zine (electronic newsletter) is published in HTML once or twice per month, dependent on demand, and sent to all members with e-mail addresses (+- 80% - 90% of our membership).

Classified advertisements are text only. These advertisements have to be placed for a minimum of a month, and will be placed on the Classifieds Page, either under Employment Opportunities, Investment Opportunities, or For Sale/Wanted. All content for the advertisement must be supplied by the advertisers in the language of their choice. Classified advertisements can also be placed in the electronic newsletter, either separate to a website placement, or in combination with a website placement. Pricing for the e-zine is the same as for the website unless the combo package is preferred. Corporate advertisers may not advertise through the e-zine, as this is limited to members only (however, a company may wish to sponsor an edition of the e-zine, limited to a maximum of three editions per year).

Number of words	Rate (first month)	Rate (consecutive months)	E-zine/Website combo
1 -100	294	111 per month	441
101 – 200	514	222 per month	736
201 – 300	735	333 per month	1029
301 – 400	868	445 per month	1202
400 +	955	557 per month	1616

Graphic advertisements have to be placed for a minimum of six months, with an option to alternate either the graphic or the content of the advertisement. Graphic advertisements will include a company logo as a footer on each page, with a link through to a company-specific Product/Services Page, which will allow for a 125-word company profile (where located, contact details, brief on product portfolio) and a 125-word separate product profile (the advertiser can select one product to profile for a minimum of one month, with a single graphic of the product). No hyperlinks to outside websites will be provided for, although website addresses can be provided as part of the company profile. All graphics and text content to be provided by advertiser in electronic format (logo in .jpeg and text in MS Word).

Description	Rate (per month)
Six products over six months	630
Three products over six months	490
One product for six months	350

Please note: Payment for electronic classified advertisements is on invoice, and advertising on the website will be either in advance per month, or in advance for a six month period.

*** NEW * ADDITIONAL ADVERTISING AVAILABLE**

Payment for these, options are strictly in advance, and the adverts will only be published once proof of payment has been received.

Product	Price	Description
Bulk SMS to all our members	R600	Single sms sent to all our members, limited to 160 characters long.
Sms and website combo	R800	Single sms to all our members, limited to 160 characters long <u>plus</u> 1 month advert on our website, limited to 100 words.
Sms and Ezine combo	R800	Single sms to all our members, limited to 160 characters long <u>plus</u> 1 classified advert included into our electronic magazine, limited to 100 words
Sms, ezine and Website	R1000	Single sms to all our members, limited to 160 characters long <u>plus</u> 1 classified advert included into our electronic magazine, limited to 100 words, <u>plus</u> 1 month advert on our website, limited to 100 words.
Bulk Email option	R600	Single bulk Ezine option, sent to all our members. Advert of choice to be supplied in electronic format.

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