

Fusion

The voice of aged care

2018 media kit

Leading Age Services Australia (**LASA**) is the national peak body representing providers of age services across residential care, home care and retirement living. LASA's vision is to create a high performing, respected, sustainable aged services industry delivering affordable, accessible, quality care and services for older Australians.

LASA represents its Members by advocating their views on issues of importance and supports its Members by providing information, services and events that improve their performance and sustainability.

As of 2017, LASA is excited to announce its quarterly magazine, **Fusion**, is being distributed as an interactive, digital publication, along with hard copy, to more than 14,000 readers.

LASA board

The board of Leading Age Services Australia comprises highly respected directors from across Australia.



Sean Rooney, LASA CEO



L-R: Michelle De Ronchi, Sarrane Cooke, Robert Orie (Deputy Chair), Kim Teudt, Dr Graeme Blackman (Chair), Ingrid Williams



The publication has a strong reputation as a must-read for all senior executives and operational management staff of age services providers, CEO's Directors of Nursing, Financial Controllers, Owner-Operators along with Government officials, public servants, academics and other industry stakeholders.

FUSION IS NOW ONLINE & INTERACTIVE

LASA are pleased to announce that in conjunction with our hard copy magazine, Fusion is online and interactive. See overleaf for details on hyperlinking your advertisement.



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LEADING AGE SERVICES

AUSTRALIA

The voice of aged care

advertising rates

	1 issue	2 issues	3 issues	4 issues
Double page spread	\$5750*	Multiple booking discount on application		
Full page	\$3500*	\$3250*	\$3000*	\$2850*
Half page	\$2150*	\$2000*	\$1850*	\$1700*
Quarter page	\$1350*	\$1250*	\$1150*	\$1050*

*All prices +GST

For cover or preferred positions please add 10%

Agency commission add 10%



Double Page Spread

Type area: 270 mm(h) x 396 mm(w)

Trim: 297 mm(h) x 420 mm(w)

(add 3 mm bleed to trim)



Full Page

Type area: 270 mm(h) x 185 mm(w)

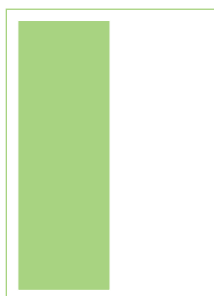
Trim: 297 mm(h) x 210 mm(w)

(add 3 mm bleed to trim)



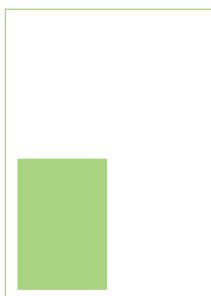
1/2 page horizontal

130 mm(h) x 185 mm(w)



1/2 page vertical

270 mm(h) x 90 mm(w)



1/4 page vertical

130 mm(h) x 90 mm(w)

deadlines

Edition	Artwork deadline
Autumn 2018	16th March
Winter 2018	15th June
Spring (Conference Edition) 2018	10th September
Summer 2018	18th November



material specifications

Format	Macintosh (<i>Press Quality PDF is Adbourne's preferred file type</i>)
Hardware	Mac-compatible CD or DVD
Software	Adobe Creative Cloud, Acrobat Professional <i>(We do not accept other formats including Quark, Pagemaker, CorelDRAW, MS Word, PowerPoint or Publisher)</i>
Fonts	All fonts must be embedded or supplied
Colour	Text and images must be supplied CMYK or grayscale, no embedded colour profiles
Images	ALL Illustrations, images and logos to be TIFF or EPS, JPGs will only be accepted subject to quality
Resolution	300dpi or better at 100% finished size
Email limit	10 MB

Hyperlinks

Now when the magazine is viewed online, readers can click on your advertisement and be redirected to you. Please supply your preferred web address when you submit your advertisement.

Suppliers of digital material are responsible for checking all files before sending. Adbourne Publishing does not accept responsibility for reproduction problems which result from incorrectly supplied material.

Adbourne Publishing does not accept film or file formats other than those indicated above. Please supply a hard-copy proof with your file if colour accuracy is imperative.

For further information, please contact the Production Department on (03) 9758 1436 or email your queries to production@adbournepublishing.com

editorial submissions

LASA welcomes editorial submissions. Please forward press releases and article proposals to editor@lasa.asn.au.

Items will be published at the editor's discretion.

LASA reserves the right to edit or abridge items accepted for publication.

www.lasa.asn.au



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