



Introducing ACCPA

The national association for all providers of aged and community care in Australia. Find us at accpa.asn.au

ACCPA unifies providers to speak with a single authoritative and trusted voice to the government

Aged Care Today 2024 media kit

Aged & Community Care Providers Association (ACCPA) is the newly formed national peak organisation representing all providers of aged care to older Australians, delivering retirement living, seniors housing, residential care, home care, community care and related services. ACCPA exists to unite aged care providers under a shared vision to enhance the wellbeing of older Australians.

ACCPA support their Members to provide high quality care and services while amplifying their views and opinions through an authoritative and comprehensive voice to the government, community and media.

Aged Care Today is the official quarterly magazine of ACCPA. *Aged Care Today* is published as an online interactive digital publication sent to more than 22,000 key decision makers in the aged care sector. It is also published as a high quality, hard copy

magazine for distribution to all ACCPA Members, Partners, and relevant government bodies.

The publication is a must read for all Senior Executives and Operational Management staff of aged care providers, CEOs, CFOs, Board of Directors, Business Development & Sales Managers, Directors of Nursing, Government officials, policy makers as well as academics and other industry stakeholders from across the sector.

Aged Care Today editorial is supplied by ACCPA ensuring robust discussion of the most up-to-date news and affairs affecting the aged care sector. This magazine offers the most engaging and authoritative content making it a must-read for aged care providers, giving you access to the very people your business seeks to target.

**VIEW THE ONLINE
MAGAZINE FOR ACCPA**


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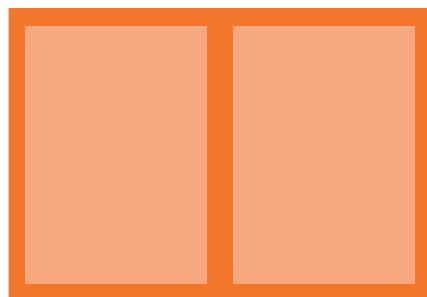
advertising rates

	1 issue	2 issues	3 issues	4 issues
Double page spread	\$5750*	Multiple booking discount on application		
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Half page	\$2150*	\$1900*	\$1750*	\$1600*
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*All prices +GST

Please contact us for ACCPA Member discount rates

Agency commission add 10%



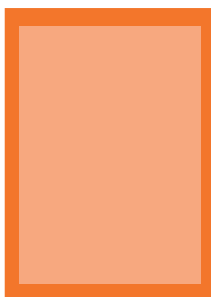
Double Page Spread

Type area each page:

270 mm(h) x 185 mm(w)

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

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Full Page

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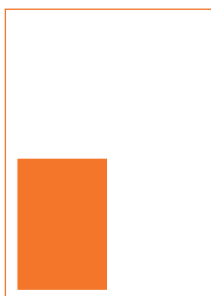
½ page horizontal

130 mm(h) x 185 mm(w)



½ page vertical

270 mm(h) x 90 mm(w)



¼ page vertical

130 mm(h) x 90 mm(w)

deadlines

Edition	Artwork deadline
Autumn 2024	6th March
Winter 2024	4th June
Spring 2024	30th August
Summer 2024	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

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editorial submissions

ACCPA welcomes editorial submissions.

Please forward press releases and article proposals to editor@accpa.asn.au. Items will be published at the editor's discretion. ACCPA reserves the right to edit or abridge items accepted for publication.

www.accpa.asn.au



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