

# STAYING CONNECTED in VET

## VET eZine MEDIA KIT

### Feature your business

in the new eZine for Australia's Vocational Education and Training (VET) community, published by the sector's leading provider of professional development and consulting services, **Velg Training**.

Australia's free online **VET eZine**, *Staying Connected in VET*, is a full colour quarterly publication featuring content to *Educate, Inspire and Empower* our current database of over 30,000 subscribers.

With a selection of limited full colour interactive ads offered in the lead up to our premium annual events, the VET Summit and National VET Conference, it will be hosted online and distributed through Velg Training's email database, social media channels and exclusive Member Lounge online portal.



### Velg Training by the numbers

Our mission is to *Educate, Inspire and Empower* Australia's VET community through involvement in high quality professional development, consulting services and a dedicated Membership program.

**13 Years** celebrated in Australia's VET sector in 2016

**68,000+** Trained from VET organisations across the country

**17,000+** Corporate and Individual Members from across the country

**30,000+** Subscribers to our weekly eNewsletter and E-Alerts

**21,000+** Followers across our social media channels

### Advertising benefits

- Showcase your brand and link directly to your company's website;
- generate fantastic leads for your business;
- market your products and services directly to our loyal database of VET professionals; and
- be part of an interactive and innovative online publication catering to the sector.

### Target Audience

- VET practitioners from organisations across the country, including:
- CEOs, Owners, Principals, TAFE Directors;
  - Compliance/Training Managers;
  - VET Coordinators;
  - Teachers/Trainers and Assessors; and
  - VET Consultants/Policy Developers.

### ADVERTISE WITH US

in Australia's new quarterly online magazine (eZine) catering to the needs of the country's ever changing VET sector.

**Space is limited —**  
contact us for details.



## Advertising deadlines

ISSUE	BOOKING DEADLINE	ARTWORK DEADLINE	PUBLICATION DATE
VOLUME 8	Friday 4 November 2016	Friday 11 November 2016	<b>Thursday 17 November 2016</b>
VOLUME 9	Friday 24 March 2017	Friday 31 March 2017	<b>Thursday 6 April 2017</b>
VOLUME 10	Friday 3 November 2017	Friday 10 November 2017	<b>Thursday 16 November 2017</b>

## Advertising rates

SIZE	QUANTITY	PRICE*
Outside back cover*	1	\$800
Inside cover*	1	\$800
Inside full page ad*	3	\$600
Half page ad	4	\$400
Third page ad	1	\$300
Quarter page ad	10	\$250
Online listing link	6	\$100

\*Exclusive full page offer: Link to your chosen website URL and social media channels.



## Artwork specifications

<b>FULL A4 PAGE INSIDE/OUTSIDE BACK COVER</b>  210 x 297mm	<b>ONLINE LINK</b>  90 x 10mm	<b>HORIZONTAL</b>  <b>QUARTER PAGE</b> 185 x 64mm <b>THIRD PAGE</b> 185 x 88mm	<b>VERTICAL</b>  <b>THIRD PAGE</b> 60 x 271mm <b>QUARTER PAGE</b> 90 x 133mm
	<b>HALF PAGE</b>  185 x 133mm		

### Notes for Advertisers:

**Advertising rates** include GST, all advertisements are placed at the discretion of the editor.

**Files** must be provided by the advertiser at a minimum of **300dpi** resolution, **CMYK colour**.

**Font sizes** must be a minimum of **6 pt** for optimal legibility.



## Stay Connected with Velg Training

P 07 3866 0888 E [news@velgtraining.com](mailto:news@velgtraining.com)

1/52 Jeffcott Street, Wavell Heights Qld 4012 [velgtraining.com](http://velgtraining.com)



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For more information and to reserve your advertising space today, email: [news@velgtraining.com](mailto:news@velgtraining.com).

### Disclaimer

Modifications are not possible to supplied advertising material, artwork must be publication-ready and sized according to the specifications outlined in this media kit. PDF format is preferable, but high resolution JPEG image files supplied in RGB format will also be accepted.

Advertising proofs will not be provided prior to publication and distribution. Internal processes will verify artwork is within the size specifications, however, it is the advertiser's responsibility to supply material within the publication specifications and artwork deadlines to ensure quality control processes may take place.

Advertising space is limited and bookings will be confirmed upon receipt of payment on a 'first in, best dressed' basis.

### Cancellations

Cancellations must be provided in writing. There is a 50% cancellation fee if your advertisement is cancelled within 24 hours of the booking deadline.

Cancellations made after the booking deadline will be charged 100% of the advertising rate. If your artwork is not received by the artwork deadline, your advertisement will not be included in the publication and you will be invoiced for 100% of the advertising rate.

### Editorial policy

We welcome editorial contributions in the form of VET sector news, events and feature articles supplied with RGB photographs at a minimum of 150dpi for web display. All submissions will be published at the editorial committee's discretion, the editor reserves the right to edit or alter articles accepted for publication in line with Velg Training's Style Guide.

Advertising bookings do not guarantee editorial submissions will be published. Editorial submissions may be used in Velg Training's weekly eNewsletters upon confirmation with the contributor.

For more information, please view the Terms and Conditions of Contract.

# VELG TRAINING VET EZINE ADVERTISING 2017 APPLICATION & PAYMENT FORM

ABN: 13 471 208 673

To advertise in the **Staying Connected in VET** online VET eZine publication please complete the form below and email to Velg Training. Confirmations and notifications will be communicated via email. Please complete the form with your details, Velg Training accepts no responsibility for misprinted details that have been provided incorrectly.

## ADVERTISER DETAILS

Organisation:		
Contact Name:		
Mailing Address:		
Suburb:	State:	Postcode:
Telephone:	Mobile:	
Email:		
Website:		
Social media channels:		

## ADVERTISING BOOKING

(all prices include GST – tick appropriate box)

ADVERTISEMENT	PRICE
Outside back cover*	\$ 800
Inside cover*	\$ 800
Inside full page ad*	\$ 600
Half page ad	\$ 400
Third page ad	\$ 300
Quarter page ad	\$ 250
Online listing link	\$ 100

All artwork must be received on or before the artwork deadline.  
Please send your advertising artwork to [news@velgtraining.com](mailto:news@velgtraining.com).

ISSUE	ARTWORK DEADLINE
VOLUME 8	Friday 11 November 2016
VOLUME 9	Friday 31 March 2017
VOLUME 10	Friday 10 November 2017

\*Exclusive full page offer: Link to your website URL and social media channels.

## PAYMENT

Payment by direct Electronic Funds Transfer (EFT)	
Attach a copy of the EFT remittance to the application form and return to Velg Training.	
Bank Name: Queensland Country Credit Union	BSB Number: 704-640
Account Name: Velg Training	Account Number: 41525434
Payment by Visa or Mastercard	
Credit Card Number:	
Cardholder's Name:	Expiry Date:
Signature:	CVN:

## TERMS & CONDITIONS

I have read and accept Velg Training's 2017 Media Kit Terms & Conditions, disclaimer, cancellation and editorial policies.

Signed:	Date:
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CONTACT:  
P 07 3866 0888 1/52 Jeffcott Street, Wavell Heights Qld 4012  
[news@velgtraining.com](mailto:news@velgtraining.com) [velgtraining.com](http://velgtraining.com)

# TERMS AND CONDITIONS OF ADVERTISING CONTRACT

## DISCLAIMER

All information is correct at time of publication. Velg Training reserves the right to amend these advertising rates in future. Upon completion of the Advertising Application & Payment Form, Advertisers are entering into a legal agreement.

## THE CONTRACT

1. The term "Publisher" refers to Velg Training Pty Ltd.
2. The term "Advertiser" includes any person, firm, company or corporation and its employees and agents identified in the Application & Payment Form or other written request for advertising space.
3. A "contract" is formed between the Publisher and Advertiser when the Publisher accepts the signed Application & Payment Form and receives payment for the total amount invoiced. The Publisher will issue a confirmation of payment to the Advertiser. All confirmations and notifications will be communicated via email correspondence.
4. The Publisher may cancel the contract at their discretion if the agreed payment outlined on the Application & Payment Form is not paid within seven (7) days of the Booking Deadline. Additionally the Publisher reserves the right to cancel the contract by returning the deposit within seven (7) days of receipt.

## THE APPLICATION

5. An official Advertising Application & Payment Form must be received to reserve advertising space.
6. The Publisher reserves the right to refuse application or prohibit any Advertiser from securing an advertising space without assigning a reason for such refusal or prohibition.
7. Advertising space is limited and allocations and available quantities will be advised by the Publisher upon processing your application.

## OBLIGATIONS AND RIGHTS OF THE PUBLISHER

8. The decision of the Publisher is final and decisive on any question not covered in this contract.

9. The Publisher agrees to produce the publication however, reserves the right to postpone the publication from the set date and to publish on another other date as near to the original date as possible, utilising the right only when circumstances necessitate such action and without any liability to the Publisher.

10. The Publisher agrees to promote the publication to maximise distribution and engagement.

11. The Publisher agrees to allocate the Advertiser an advertising space as requested on the Application & Payment Form, with advertising placement within the publication made at the Publisher's discretion, as outlined in the 2016 Media Kit.

12. The Publisher reserves the right to disapprove the advertising artwork with respect to the publication.

## OBLIGATIONS AND RIGHTS OF THE ADVERTISER

13. The Advertiser must ensure that all accounts are finalised and paid within seven (7) days of the booking deadline.

14. The Advertiser must use the allocated advertising space only for the display and promotion of goods and/or services within the scope of the publication's intention to '*Educate, Inspire and Empower*' Australia's VET sector.

15. The Advertiser must make every effort to maximise promotion and commercial benefits of participating in the publication.

16. The Advertiser must comply with all directions/requests issued by the Publisher, including those outlined in the 2016 Media Kit.

17. The Advertiser must comply with all applicable laws, taking full responsibility for their advertising artwork.

18. Where the Advertiser wishes to showcase two or more businesses that operate under the Advertiser's organisational banner, the Advertiser must purchase an advertising space for each of the businesses advertised.

## INSURANCE AND LIABILITY

19. Advertisers must insure, indemnify and hold the Publisher harmless in respect of all damages, injuries, costs, claims, demands, expenses and interest for which the Advertiser may become liable.

20. The Publisher will not be liable and makes no guarantee of the distribution number and engagement level. Equally the Publisher will not be accountable for the level of commercial activity generated.

## PAYMENT & CANCELLATION

21. The Advertiser has seven (7) days in which to make their payment when it falls due. After this time the advertising space will be available for sale to another company. The Advertiser will not occupy the allocated advertising space until all monies owing to the Publisher by the Advertiser are paid in full.

22. In the event that the Advertiser fails to submit their advertising artwork by the artwork deadline, their advertisement will not be included in the publication and the Publisher reserves the right to fill the space at their discretion. The Advertiser contracted to this advertising space will remain liable to all Terms and Condition of Contract and will not be eligible for a refund.

23. If the Advertiser wishes to cancel their advertisement, a request must be submitted to the Publisher in writing. Advertiser cancellations and refunds will be administered as follows:

- a. If notice of cancellation is received within 24 hours of the booking deadline, the Advertiser will be entitled to a 50% refund.
- b. If notice of cancellation is received after the booking deadline, the Advertiser will remain liable to all Terms and Condition of Contract and will not be entitled to a refund.
- c. If notice of cancellation is received and full payment for funds owing has not been received, the Advertiser may be invoiced for the difference to satisfy the above cancellation and refund policy.

Terms and Conditions of Advertising Contract Reviewed September 2016.