



# Allied Health Professions Australia

## ADVERTISING KIT

For all enquiries, please contact [office@ahpa.com.au](mailto:office@ahpa.com.au) or phone 03 9909 7768

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# Advertising Kit

## Who we are

Allied Health Professions Australia (AHPA) is the recognised national voice for allied health professions, representing and advocating for the role of allied health professionals in health, aged care, disability, education and all systems where allied health services have a role.

Allied health professionals represent almost a third of the country's health care workforce and deliver over 200 million health services annually.

AHPA's membership consists of associations that represent a specific allied health profession (Ordinary Members) or associations that represent a modality of practice within allied health (Affiliate Members). Affiliate members also include associations who are 'emerging' professions who may not as yet hold a minimum of AQF7 qualifications. AHPA Member Associations perform a range of roles for their own memberships, including certification or accreditation, supporting ongoing professional development, developing professional standards, supporting research, and lobbying and advocating on behalf of individual members and their broader profession.

## Our communication channels

AHPA has open access to our member organisations who collectively reach over 130,000 individual practitioners who are their members.

AHPA's website provides information for allied health professionals and members of the public seeking information about the sector. AHPA's membership and professional audience covers a diverse range of health and social care workers in the allied health sector, giving us the advantage when it come to reaching a multidisciplinary professional market.

AHPA's Twitter audience additionally drives followers to the AHPA website to learn more about the allied health sector.

A fortnightly e-News Member Update is delivered to the inboxes of key decision makers within our Member Organisations (allied health peak body associations).

## What we can do for you

**Generate awareness and create new leads:** By advertising your event, space to rent / purchase, or your vacant position with Allied Health Professions Australia, you are reaching a diverse group of health workers, member associations and other key stakeholders in the industry.

*Allied Health Professions Australia also welcomes partnership enquiries where we can explore the potential of aligning your brand with the generic allied health workforce, particularly those that might create a member benefit for AHPA member organisations.*

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## ADVERTISING OPTIONS

**NB: ALL ADVERTISING OPPORTUNITIES ARE FREE FOR AHPA MEMBER ORGANISATIONS**

### EVENTS (including Face to Face, Online, Webinars)

AHPA is pleased to be able to facilitate the promotion of professional development opportunities for allied health.

All Events submitted for advertising must be relevant to a broad allied health audience rather than a single profession and reflect an evidence-based paradigm.

Ad placement	Ad duration	Price (excl GST)		Details
		For profit*	NFP**	
Website: Events and Marketplace	1 month	\$400	\$50	Placement includes short description, image and URL link
	3 months	\$500	\$80	
e-News Fortnightly Member Update	1 edition	\$100	\$50	Placement includes short description, image and URL link
Combined Website / Member Update	3 months and 1 edition	\$550	\$100	As above

### JOBS

Qualified allied health professionals may be employed outside of profession specific clinical roles, such as in leadership or broad-based skills roles. AHPA's advocacy, and that of its members, includes ensuring that allied health professionals are considered for leadership roles in health and equal opportunity with other professions. Advertisers should refer to our individual [member organisations](#) if seeking to fill a clinical role from a specific profession.

Ad placement	Ad duration	Price (excl GST)		Details
		For profit*	NFP**	
Website: Jobs	Until applications close (max 6 weeks)	\$300	\$100	Placement includes short description, logo and URL link
e-News Fortnightly Member Update	1 edition	\$100	\$50	Placement includes short description, logo and URL link
Combined Website / Member Update	Application close and 1 edition	\$350	\$125	As above

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## SPACES to RENT

AHPA welcomes placement of advertisements for spaces available for rent that are suitable for a range of allied health professions.

Ad placement	Ad duration	Price (excl GST)	Details
Website: Spaces to Rent	3 months	\$100	Placement includes short description, contact details, image, and URL link

## PRODUCTS / SERVICES

Sponsorship / Banner advertising in AHPA's e-News Member Update is a prime opportunity to be seen by the key decision makers of our Member Organisations. Limited to a single advertiser per fortnightly edition, 'Member Update sponsored by' appears above your banner. Banner advertising must be relevant to a range of AHPA's Member Organisations (e.g. promotion of products and services for member organisations / associations). For further information on our Member Organisations click [here](#).

Ad placement	Ad duration	Price (excl GST)	Details
e-News Member Update: Banner	1 edition	\$100	Placement includes Banner with URL Link at the footer of the Member Update
	2 editions*	\$150	
	3 editions*	\$200	

## TERMS and CONDITIONS

Advertising is offered in adherence with the below policy.

1. AHPA reserves the right to adjust the pricing on its advertising at any time.
2. AHPA requires payment prior to advertising however may at its discretion offer payment terms.
3. AHPA does not verify or substantiate the claims of Advertisers. It is the responsibility of an Advertiser to substantiate its claims. Advertisers agree to indemnify AHPA from any and all liability for all advertising content.
4. AHPA must approve all advertising submitted and reserves the right, at its absolute discretion and at any time before publication, to reject any advertising.
5. Advertising placement does not imply endorsement by AHPA.
6. Categories of 'For profit' and 'NFP' for the purposes of pricing is defined as follows:
  - "For Profit" includes small businesses and commercial 'for profit' companies.
  - "NFP" includes government departments, universities, hospitals and not-for-profit organisations.

# Advertising Kit

## Advertising Booking form

Please complete form, sign declaration and email to [office@ahpa.com.au](mailto:office@ahpa.com.au) , along with any logo / image being supplied.

ADVERTISER DETAILS				
<b>Business / Organisation:</b>				
<b>ABN:</b>		<b>Contact Name:</b>		
<b>Phone (incl area code):</b>		<b>Mobile:</b>		
<b>Email:</b>				
<b>Address:</b>				
ADVERTISEMENT COMMENCEMENT DATE				
Week commencing: __ / __ / ____				
ADVERTISEMENT TYPE (for pricing refer to the Advertising Kit) Please select one				
<b>Events</b>	<input type="checkbox"/> Website 1 month	<input type="checkbox"/> Website 3 months	<input type="checkbox"/> Member Update	<input type="checkbox"/> Combined Website and Member Update
<b>Jobs</b>	<input type="checkbox"/> Website	<input type="checkbox"/> Member Update	<input type="checkbox"/> Combined Website and Member Update	<b>Spaces to Rent</b> <input type="checkbox"/> Website
<b>Products / Services</b>	<input type="checkbox"/> Member Update 1 edition	<input type="checkbox"/> Member Update 2 editions	<input type="checkbox"/> Member Update 3 editions	
ADVERTISER CATEGORY (for pricing). Please select one				
<input type="checkbox"/> For Profit (Commercial)		<input type="checkbox"/> Not for Profit (NFP)		<input type="checkbox"/> Member Organisation (FREE)
ADVERTISEMENT DETAILS (Events / Spaces to Rent / Products and Services)				
<b>Header / Title</b>				
<b>Brief Description / Details (&gt; 150 words)</b>				
<b>Contact Details</b>				
<b>Date (if applic)</b>				
<b>URL Link</b>			<b>Image / Logo provided?</b>	
ADVERTISEMENT DETAILS (Jobs / Positions vacant)				

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<b>Job Title</b>			
<b>Organisation</b>		<b>Location</b>	
<b>Closing Date</b>		<b>Employment Type</b>	
<b>Enquiry contact</b>		<b>Phone</b>	
<b>Email</b>			
<b>Website</b>		<b>Image / Logo provided?</b>	
<b>Brief Job Description / Details (&gt; 150 words)</b>			
<b>Contact Details</b>			
<b>Date (if applic)</b>			
<b>URL Link</b>		<b>Image / Logo provided?</b>	Yes <input type="checkbox"/>

**ADVERTISER DECLARATION**

I, ....., being an authorised representative of .....declare that to the best of my knowledge statements accompanying this advertising are ethical and do not discredit or disparage any other product, service or organisation.

I agree to indemnify AHPA from any and all liability for all advertising content.

I understand and agree that acceptance of advertising material does not imply any form of endorsement by AHPA and cannot be portrayed as such.

I agree to make payment prior to the advertisement being published, unless AHPA, at its discretion, has offered other payment terms. *(Once advertising is approved, you will receive a request to make payment by direct transfer prior to publishing.)*

Signature: ..... Date:.....

Position: .....

Organisation: .....

<b>AHPA Internal Approval</b>	<b>Approved by:</b>	<b>DATE:</b>
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