

# ARCS Media Kit

# 2012



Professional Development for the Therapeutics Industry™

# ABOUT ARCS

ARCS Australia Ltd is the leading Australian association that provides professional training opportunities for researchers and scientists involved in the development, testing and registration of the full spectrum of therapeutic goods.

Founded in 1984, ARCS now has 2,500 members and offers seminars, conferences, workshops and networking opportunities for people working within regulatory affairs, quality/GMP, clinical research, study coordination, health economics, medical devices, medical affairs, pharmacovigilance, medical writing, workplace management, biostatistics and the provision of medical information.

For the pharmaceutical and healthcare industry and its suppliers, ARCS offers the opportunity to advertise to a database of 3,000 in order to increase brand and product awareness, increase marketshare, penetrate new markets and recruit qualified and experienced employees.

This media kit showcases these opportunities and includes the rates and specifications for each option. We also offer discounts for multiple orders to reduce your advertising expenses. To receive these discounts, full payment must be made at the time of ordering. Note that we can customise media packages for your needs, should you wish to look at several opportunities.

For more information or to discuss any of these opportunities in more detail, please contact Berta Brein ARCS Marketing & Communications Coordinator on [bertabrein@arcs.com.au](mailto:bertabrein@arcs.com.au) or 02 8905 0829.



# Direct Mail and Website Job Advertising

Advertising with ARCS is a great way of targeting your audience of therapeutic industry professionals. Whether you're advertising a job vacancy, event, special offers and promotions or your company's services, advertising with ARCS Australia ensures you will reach the right people.

The two types of job vacancy advertising campaigns we offer are as follows:

## Direct Mail

To reach prospective candidates directly, you can develop a one page A4 flyer and have it posted to approximately 2,500 ARCS members. We take all the hard work out of the mailing, all you need to do is develop the flyer!

	Casual	4/year
Direct Mail (full member list)	\$3,300.00	\$12,400
Direct Mail custom group	POA	POA

## Web Only

Web Only advertising is a listing on the ARCS website for one month or application close date (whichever is sooner) and inclusion in the weekly ARCS News Bulletin which is sent to over 3,000 email subscribers. Upon completion, you can request statistics on how many people viewed your specific ad.

Number of Ads	Total Cost
1	\$250
5	\$975
10	\$1,850
20	\$3,400

*For more information or to place an advertisement please contact:*

*Berta Brein, Marketing & Communications Coordinator*

*P: 02 8905 0829 E: bertabrein@arcs.com.au*

*W [www.arcs.com.au](http://www.arcs.com.au)*



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# ARCS Website Banner Advertising

With an average of 5,000 hits to the ARCS website home page per month, advertising with a tile is a great way to target your audience and create broad exposure for your company. Banner ads are loaded to the website for two consecutive months and can be positioned on the following pages:

- Entire Site
- Home Page (49,957 pageviews received between 1 July 2010 and 28 June 2011)
- Industry Positions (28,095 views)
- Industry Events (4,432 views)

## RATES

	2 months	6 months
160 x 150	\$650	\$1,800
160 x 200	\$725	\$2,005
160 x 300	\$875	\$2,415

**News Bulletin Banners:** Offering the same size banners as the website option, banners can also be placed in the weekly ARCS Bulletin which is distributed to over 3,000 contacts. The advertising on the weekly bulletin will be exclusive to 1 advertiser per bulletin.

## RATES

<i>Prices are per issue</i>	Casual	4-11 issues	12-17 issues
160 x 150	\$165	\$150	\$135
160 x 200	\$195	\$175	\$160
160 x 300	\$300	\$270	\$245

\*Banners are to be supplied in jpeg format 1 week prior to the advertising date.

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# ARCS Source Document

One of the major benefits of being a member of ARCS is subscription to the quarterly ARCS Newsletter which is distributed to 2,500 members in full colour hard copy. To industry suppliers, the Newsletter provides a great medium in which to gain exposure to a wide audience of pharmaceutical and healthcare industry professionals and decision makers.

You may select full, half or quarter page in full colour or black & white. The high visibility spaces of inside front cover, inside back cover and outside back cover are offered at a 10% premium on top of the full page colour rates below.

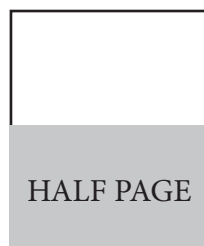
As people see less print mail, loose hardcopy inserts are becoming more effective and unique and can also be included in each edition of the ARCS Newsletter. These are limited to one A4 page double sided per advertiser and only two flyers per issue to ensure greater exposure for each advertiser. Pre-printed copies are to be supplied to ARCS by the appropriate deadline.

## RATES

	FULL COLOUR		BLACK & WHITE	
	Casual	Full Year/ 4 issues	Casual	Full Year/ 4 issues
Full page (Premium*)	\$2,900	\$11,000	N/A	N/A
Full page	\$1,750	\$6,500	\$2,340	\$8,635
1/2 page	\$ 900	\$3,500	\$1,680	\$6,050
1/4 page	\$ 450	\$1,700	\$1,090	\$3,923
Listing	\$ 220	\$ 700	N/A	N/A
Insert	\$ 750	\$3,000	N/A	N/A



210mm (w) x 297mm (h)  
with 5mm bleed



210mm (w) x 148mm (h)  
with 5mm bleed



180mm (w) x 60mm (h)

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# ARCS Consultants Listing

We receive many requests for consultants and suppliers of the pharmaceutical, biotech, devices and healthcare industry from our members and the general public. We refer all such requests to our Registered Consultants listing on the ARCS website. This listing shows company details and a 100 word description of the company. Listing are searched via location, company name or area/s of expertise (e.g. Project Management, Drug Development Consulting, Recruitment, Central Lab, etc.)

## RATES

Member - \$215.00 (incl. GST)

Non Member - \$295.00 (incl. GST)

The screenshot shows the ARCS Australia website's 'CONSULTANTS & SERVICES DIRECTORY' page. The navigation menu includes HOME, ABOUT US, NEWS, MEMBERSHIP, TRAINING, CONFERENCES, and CERTIFICATION. The page features a search bar with the following fields: 'Area of expertise:' (dropdown), 'State:' (dropdown), 'Company:' (dropdown), and 'Enter keyword(s):' (text input). Below the search bar are 'SUBMIT' and 'RESET' buttons. A list of consultants is displayed on the left, including Acrapack Pty Ltd, Annette Trotz, Clinical Research Consultant, Api-Tek P/L, Archer Emery & Associates, and ARCS Australia. A disclaimer note states: 'Please note that ARCS Australia makes no representations as to the suitability or performance of consultants listed on this website.'

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# ARCS Advertising Packages

## Major Sponsor Package

The highest level of exposure for your company is through the Congress sponsorship which provides six (6) months pre-Congress promotion, prominent promotion throughout the 2-Day Congress and six (6) months post-Congress promotion. (Available in Sydney or Canberra)

## RATES

**\$14,500**

## Inclusions

- Full page colour advertisement in pre-Congress edition of The Source Document
- Full page colour advertisement in post-Congress edition of The Source Document
- 160pxl x 200pxl website banner to be displayed on the ARCS website from confirmation end of Congress
- 160pxl x 200pxl banner to be included in the Congress emails from confirmation until the date of Congress
- 150 word description, company logo and website link in the Exhibitors List on the Congress website from confirmation to end of Congress
- Email announcement of sponsorship confirmation to distribution list
- Preferred location for two 6sqm exhibition booths and 50% discount on any additional booths, on first come first serve basis - includes four (4) exhibitor passes
- Two Full Congress registrations including all social functions and and two ARCS Memberships until 30 June 2013
- Two minute speaking opportunity at the Dinner
- Full page advertisement in the Congress Handbook
- Complimentary inclusion of one promotional item in the Congress satchel
- Display of your company logo on Congress signage including prominent display at the Registration Desk
- Display of your company pull-up banner (2m x 1m) in the main auditorium & Sponsors' Lounge
- Prominent display of company logo in the Registration Brochure & Congress Handbook
- Display of your company logo on the Sponsorship PowerPoint slide during the Congress

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# ARCS Advertising Packages

## Online Package

Promote your company via ARCS online channels including website, e-newsletters

You can choose a 1 month, 3 month or 6 month campaign.

## RATES

	1 month	3 months	6 months
160 x 150	\$400	\$1,100	\$2,000
160 x 200	\$500	\$1,250	\$2,500
160 x 300	\$700	\$2,000	\$3,850

## Inclusions

- Website tile to be displayed on the ARCS website
- Tile to be included weekly in the ARCS Events Bulletin

## Additional option

For an additional fee of \$200 you can place your tile on the ARCS weekly News Bulletin.

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# ARCS Advertising Packages

## Print and Online Package

### RATES

	FULL COLOUR
Full page (Premium*)	\$3,050
Full page	\$2,050
1/2 page	\$1,250
1/4 page	\$ 850
Insert	\$ 1,125

### Inclusions

- Full colour advertisement in one issue of the Source Document
- 160pxl x 200pxl website tile to be displayed on the ARCS website for 1 month (co-insiding with print of Source)
- 160pxl x 200pxl banner to be included in the ARCS Events Bulletin for 1 month

	FULL COLOUR
Full page (Premium*)	\$3,750
Full page	\$2,700
1/2 page	\$1,900
1/4 page	\$1,500
Insert	\$1,800

### Inclusions

- Full colour advertisement in one issue of the Source Document
- 160pxl x 200pxl website tile to be displayed on the ARCS website for 3 months
- 160pxl x 200pxl banner to be included in the ARCS Events Bulletin for 3 months

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# General Guidelines

## General

- ARCS Australia accepts advertising that is relevant to its members for exclusive mailout, for inclusion in the bimonthly Newsletter and for website advertising.
- ARCS reserves the right to refuse advertising which does not meet the criteria below.
- All information in the Media Kit was correct at time of distribution and may be modified at the discretion of ARCS Australia. Please refer to the ARCS website for the latest Guidelines and Order Forms.
- All advertising must be relevant to ARCS members
- ARCS reserves the right to limit the number of ads for any one organisation/advertiser
- All job advertisements must be for a specific position

## Direct Mail

- Advertising copy must be emailed to the ARCS Business Office for approval before being printed.
- The ARCS Business Office will review the material, to ensure the material is relevant to the ARCS membership and appropriate in its content and style.
- Any product or position representation must be factually correct, not misleading and with no unqualified superlatives (e.g. "Number 1 Pharmaceutical Company in the world").
- The Business Office will contact the Advertiser with the approval/comments and advise the appropriate number to be printed.
- Printing costs for mailouts and couriering to the ARCS Business Office remain the responsibility of the advertiser.
- For overseas advertisers, ARCS may agree to organise printing locally with a 10% administrative cost added.
- The words "ADVERTISED THROUGH ARCS AUSTRALIA (For more information refer to [www.arcs.com.au](http://www.arcs.com.au))" must appear on the top of the page (or front page) in 20 font size for all mail out advertisements.
- In some instances where printing in 20 font is not be possible, any reduction in the font size must be agreed to by ARCS.
- In the case of pre-printed material being distributed to the ARCS mailing list (e.g. a conference brochure, mouse pad or corporate brochure) the advertiser must pay additional costs for the printing of "ARCS ADVERTISING SUPPLEMENT" on the envelopes holding the material.
- Allow up to five (5) working days for completion of the mail out. The Advertiser will be informed of the timing schedule and should ensure closing dates for applications are appropriately set.
- The price quoted for mailout is for one A4 flyer posted in a DL envelope.
- Additional materials and anything larger will attract extra postage charges that will be passed on to the advertiser.
- As part of the Direct Mail cost, the details of the mailout will be loaded on the ARCS website and included in the regular News Bulletins (see below for more details).

## Website

- Website job advertisements are loaded to the ARCS website for one month or until application close date (which ever is sooner).
- All job advertisements loaded to the website will be included in our weekly News Bulletin which is emailed to all ARCS members and non members.
- Once the advertisement has been removed from the website, a report will be sent to the advertiser detailing the number of hits the advertisement received (if requested).

*For more information or to place an advertisement please contact:*

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# General Guidelines

## Newsletter - Advertising Space

- Newsletter Advertisements may be quarter, half or full page in full colour or black and white.
- Limited premium advertisement spaces (inside front cover, inside back cover and outside backcover) are available each edition and will be rotated between the three positions. These advertisements must be full page and full colour and will incur a 10% surcharge.
- Employment opportunities can not be advertised within the Newsletter, however non-specific advertisements (where an application close date is not used) can be advertised via the Newsletter inserts.

## Newsletter - Inserts

- Flyers are limited to one A4 page double sided page per advertiser.
- Only two flyers per issue.
- Pre-printed copies need to be supplied to ARCS Business Office by the appropriate deadline.
- Due to the varying timelines of the Newsletter production, specific job advertisements (where a close date is used) will not be accepted for inclusion as an insert.
- Advertising copy must be emailed to the ARCS Business Office for approval before being printed.
- The ARCS Business Office will review the material, to ensure the material is relevant to the ARCS membership and appropriate in its content and style.
- Any product or position representation must be factually correct and not misleading or include unqualified superlatives (e.g. "Number 1 Pharmaceutical Company in the world").
- The Business Office will contact the Advertiser with the approval/comments and advise the appropriate number to be printed.
- Printing costs for mailouts and couriering to the ARCS Business Office remain the responsibility of the advertiser.
- For overseas advertisers, ARCS may agree to organise printing locally with a 10% administrative cost added.

## Bulk Order Discounts

To receive the bulk order discounts advertised in this Media Kit, full payment must be made at the time of ordering.

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