



# 2024 Advertising Rate Card



# EXERCISE & SPORTS SCIENCE AUSTRALIA

With approximately 11,800 members, including more than 2,200 student members, ESSA is a professional organisation which is committed to establishing, promoting and defending the career paths of tertiary trained exercise and sports science practitioners.

ESSA has a range of different advertising channels that can provide maximum exposure of your product or service to a range of professionals including:

- » Private exercise physiology clinicians
- » Commercial fitness professionals
- » Community recreation professionals
- » Medical/science researchers
- » Rehabilitation clinicians
- » Government employees
- » University academic staff and students
- » Sports scientists
- » Sports coaches/strength and conditioning
- » Biomechanists

## ESSA's advertising channels include:

- » Activate print magazine
- » Member eNewsletter
- » Student eNewsletter
- » Professional Development eNewsletter
- » Sponsored content email



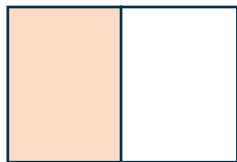
# ACTIVATE MAGAZINE

**Format:** Print magazine  
**Audience:** ESSA members, stakeholders and general public  
**Topics:** Member profiles, good news articles, health advice, etc.  
**Frequency:** Yearly in August  
**Distribution:** Approximately 9,500

## 2024 Rates

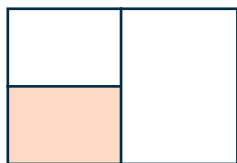
AD TYPE	COST
Full Page	\$1,500
Half Page	\$1,150

## Artwork Specifications



### FULL PAGE SPREAD

**Size:** 210mm W x 297mm H  
**Bleed:** 10mm bleed (no print/crop/bleed marks)



### HALF PAGE SPREAD

**Size:** 210mm W x 148.5mm H  
**Bleed:** 10mm bleed (no print/crop/bleed marks)

- » All files to be supplied as a CMYK pdf or jpeg at 300dpi
- » All text to be converted to outlines (pdf only) and sitting no less than 5mm from page border

## Deadlines

**Bookings due:** 31 May 2024  
**Content due:** 12 July 2024



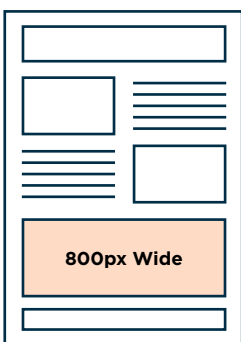
# MEMBER eNEWS

**Format:** eNewsletter  
**Audience:** ESSA members  
**Topics:** Member updates, industry news, advocacy, events, PD opportunities, etc.  
**Frequency:** Fortnightly on a Wednesday  
**Distribution:** Approximately 9,400

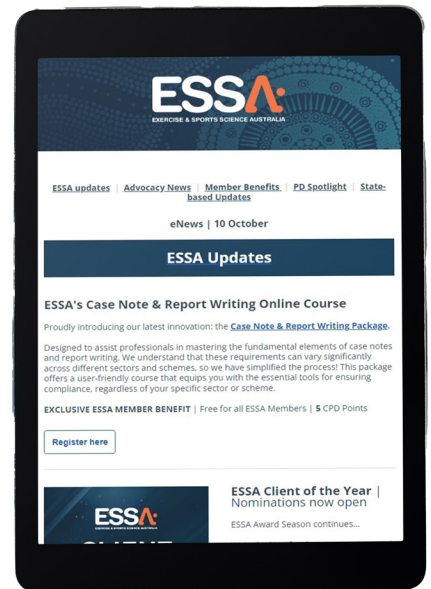
## 2024 Rates

AD TYPE	COST
Banner	\$470

## Artwork Specifications



- » Banner ad
- » Width: 800px W
- » Height: up to 300px H
- » Please provide desired URL for ad to link to
- » Artwork must be supplied as an RGB jpeg at 150dpi



## Deadlines

All artwork is required 7 days prior to the scheduled send dates below.

DATES FOR 2024			
January	17, 31	July	3, 17, 31
February	14, 28	August	14, 28
March	13, 27	September	11, 25
April	10, 24	October	9, 23
May	8, 22	November	6, 20
June	5, 19	December	4, 18

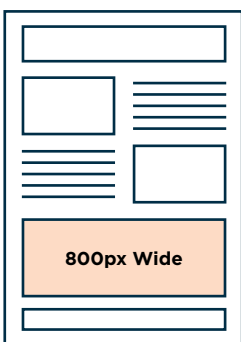
# STUDENT eNEWS

**Format:** eNewsletter  
**Audience:** ESSA student members  
**Topics:** Employment opportunities, scholarships, industry news, student events, etc.  
**Frequency:** Monthly on the first Friday  
**Distribution:** Approximately 2,200

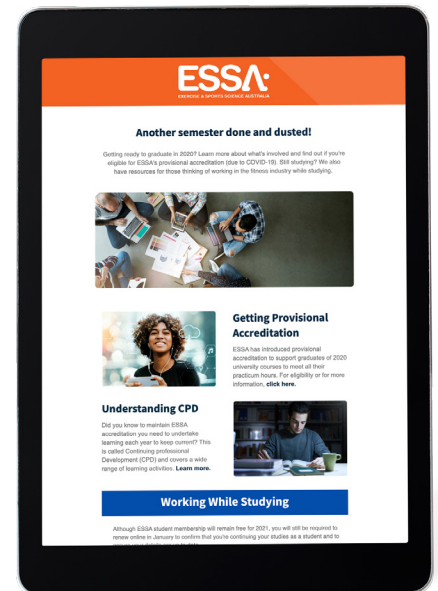
## 2024 Rates

AD TYPE	COST
Banner	\$120

## Artwork Specifications



- » Banner ad
- » Width: 800px W
- » Height: up to 300px H
- » Please provide desired URL for ad to link to
- » Artwork must be supplied as an RGB jpeg at 150dpi



## Deadlines

All artwork is required 7 days prior to the scheduled send dates below.

DATES FOR 2024			
January	12	July	5
February	2	August	2
March	1	September	6
April	5	October	4
May	3	November	1
June	7	December	6

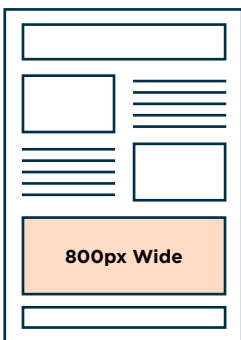
# PROFESSIONAL DEVELOPMENT eNEWS

**Format:** eNewsletter  
**Audience:** ESSA members and accredited non-members  
**Topics:** PD opportunities, major events, networking opportunities, etc.  
**Frequency:** Monthly on the third Monday  
**Distribution:** Approximately 9,600

## 2024 Rates

AD TYPE	COST
Banner	\$500

## Artwork Specifications



- » **Banner ad**
- » **Width: 800px W**
- » **Height: up to 300px H**
- » **Please provide desired URL for ad to link to**
- » **Artwork must be supplied as an RGB jpeg at 150dpi**



## Deadlines

All artwork is required 7 days prior to the scheduled send dates below.

DATES FOR 2024			
January	22	July	15
February	19	August	19
March	18	September	16
April	15	October	21
May	20	November	18
June	17	December	16

# SPONSORED CONTENT EMAIL

**Format:** eNewsletter  
**Audience:** Selection of ESSA members, student members and accredited non-members  
**Available to:** ESSA accredited professional development providers or ESSA accredited universities  
**Topics:** ESSA accredited PD, ESSA accredited courses, information sessions, etc.  
**Frequency:** Fortnightly on a Wednesday, max 2 per month

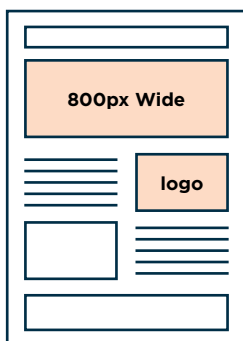
## 2024 Rates

SET COST OPTION	COST
Set up fee	\$165 per email
National	\$5500
NSW	\$2000
QLD	\$1470
VIC	\$1050
WA	\$660
SA	\$370
ACT	\$160
TAS	\$105

PER CONTACT OPTION	COST
Set up fee	\$165 per email
Per Contact	\$0.70



## Artwork Specifications



### BANNER AD

**Width:** 800px W  
**Height:** up to 300px H

- » Please provide desired URL for ad to link to.
- » Artwork must be supplied as an RGB jpeg at 150dpi.
- » Please ensure a png or eps version of your logo is included in addition to your artwork file.

## Deadlines

All artwork is required 7 days prior to the scheduled send dates below.

DATES FOR 2024					
Jan	10, 24	May	15, 29	Sep	4, 18
Feb	7, 21	Jun	12, 26	Oct	16, 30
Mar	6, 20	Jul	10, 24	Nov	13, 27
Apr	3, 17	Aug	7, 21	Dec	11

