

**SPA  
PUBLICATIONS  
ADVERTISING KIT  
2024**



**Speech  
Pathology  
Australia**



# ABOUT SPEECH PATHOLOGY AUSTRALIA

Speech Pathology Australia is the national professional Association for speech pathologists in Australia.

The Association supports and regulates the ethical, clinical and professional standards of the profession, as well as lobbying and advocating for access to services that benefit people with communication and swallowing difficulties.

Membership is open to applicants who meet the Association's eligibility requirements.

The Association is recognised by the Government as the professional body representing speech pathologists in Australia.

**Speech Pathology Australia represents about 70 percent of all Australian speech pathologists.**



**Number of  
SPA members**

**14,000+**

## A typical Australian speech pathologist is:

- female
- working part time (about four days a week)
- in her late 30s
- Bachelor's degree educated
- living and working in a major city area
- Australian born
- working in private practice.

**3.3%**

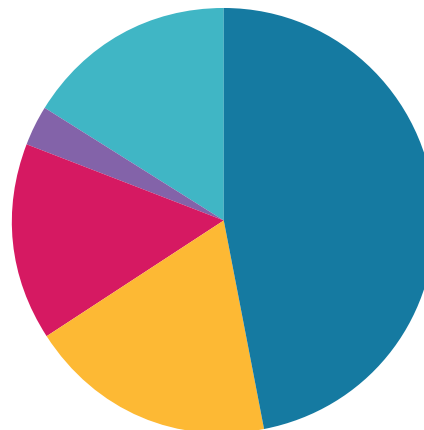


**96.7%**



## Practice types:

■ Private	53%
■ Public	17%
■ NGO/NFP	12%
■ Academic	3%
■ Other combinations	15%



# OUR PUBLICATIONS



## **Speak Out Digital Magazine**

Speak Out is Speech Pathology Australia's member digital magazine. Published bi-monthly, it is distributed free to all members.

### **Why advertise in *Speak Out*?**

Advertising in *Speak Out* exposes your ad to more than 14,000 Australian and international practising speech pathologists.

A broad range of advertising options are available in *Speak Out* to suit your specific needs. Advertisers can supply a URL to link your graphic to when clicked on, leading readers straight to your webpage.

### **Distribution**

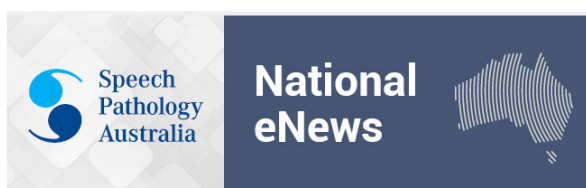
*Speak Out* is published in February, April, June, August, October and December each year to all members as a digital magazine, also downloadable in a PDF format.

[Click here to read the October 2023 edition of Speak Out](#)

## **National eNews**

The National eNews is a monthly email distributed to all members. It is full of Association news and information for our membership.

Please note that space is limited in National eNews. Please contact the Publications Coordinator to check availability of space before sending in your booking form.



## **Online Resource Guide**

Speech Pathology Australia produces an annual resource guide to provide association members and the public with a reference guide to products and services that may be of use to the speech pathology profession.

Members and not-for-profit organisations can take advantage of a free first submission entry in the online guide. There is also a paid banner display advertising option for individuals and businesses.

**Online Resource Guide advertisements will stay on between March 2024–March 2025.**

# SPA PUBLICATIONS RATE CARD

Prices include GST

## Speak Out

Size	Dimensions	1 edition	6 consecutive editions
Eighth	88mm (W) x 62mm (H)	\$314	\$1601
Quarter	88mm (W) x 129mm (H)	\$524	\$2672
Half page (vert)	90mm (W) x 269mm (H)	\$1040	\$5304
Half page (horiz)	184mm (W) x 129mm (H)	\$1040	\$5304
Full page	210mm (W) x 297mm (H)	\$1680	\$8568

## National eNews

Size	Dimensions	1 edition	11 consecutive editions (Does not run in January)
Middle banner display	650px (W) x 120px(H)	\$630	\$5890
End banner	650px (W) x 120px (H)	\$524	\$4899

## Online Resource Guide

### SPA Members and Not for Profit organisations

First text entry	Free	Text only
Extra text entries	\$115	Text only
Banner display	\$136	250px x 250px artwork to be png or jpg files (minimum 150dpi)

### Other organisations/individuals

General text entry	\$136	Text only
Banner display	\$289	250px x 250px artwork to be png or jpg files (minimum 150dpi)

# DEADLINES 2024

<b>Speak Out</b>		
Edition	Submission deadline	Date of distribution
February	12 Jan	12 Feb
April	1 Mar	15 Apr
June	3 May	10 Jun
August	5 Jul	12 Aug
October	6 Sep	14 Oct
December	8 Nov	12 Dec

## **National eNews**

Submission deadlines are by the 1st day of the coinciding month.

## **Online Resource Guide**

Online Resource Guide advertisements will stay on between March 2024–March 2025. You can submit an advertisement at any time before or during this period.

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# ARTWORK SPECS

All artwork must be supplied as high-resolution (min 150 dpi) electronic files: jpeg, TIF, PDF or eps, with all fonts embedded. If you are unfamiliar with specs, please contact [publications@speechpathologyaustralia.org.au](mailto:publications@speechpathologyaustralia.org.au).

Simple advertisements containing your logo and text can be laid out by the Association for a nominal layout fee of \$47 (including GST). If you require artwork to be created for you, please remember to indicate this on the booking form and incorporate this charge into your total cost.

## **URL**

Along with your graphic, please send us the URL you would like your graphic to link to. When readers click on your advertisement, it will lead them straight there for further browsing.

# GENERAL TERMS AND CONDITIONS

To view the full policy, visit the SPA website:

1. The official booking form must be returned by the specified deadline.
2. The Association discourages abbreviation of its name, however the abbreviation 'SPA' can be used after the first instance of 'Speech Pathology Australia' or 'The Speech Pathology Association of Australia Limited' in full.
3. Advertising must comply with Speech Pathology Australia's Code of Ethics Policy – Advertising, which does not allow the use of testimonials, or use of the terms 'expert' or 'specialist'.
4. Employers advertising job vacancies are encouraged to specify eligibility for membership of Speech Pathology Australia as a requirement.
5. A digital copy of the issue where your ad appears will be emailed to you.
6. Refunds will not be issued for pre-paid premium packages or five (5) days after the artwork deadline for standard bookings.
7. If your advertisement contains dates/ deadlines, etc within it, it is the advertiser's responsibility to alert the Publications Coordinator to this fact in order to ensure the issue will be delivered within the desired timeframe.

## Want to find out more?

For more information about advertising in SPA publications please contact the Publications Coordinator at [publications@speechpathologyaustralia.org.au](mailto:publications@speechpathologyaustralia.org.au).



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