MARKETING
ADVERTISING OPPORTUNITIES
ARTWORK SPECIFICATIONS
ASCTA is the Australian Swimming Coaches and Teachers Association (ASCTA), and is the home for swimming Coaches, swimming and water safety Teachers and Swim Schools in Australia. We have a range of priorities for the further development of the Learn-to-Swim & Water Safety Industry and the sport of swimming.

ASCTA is a corporate entity, a registered charity owned by its members and a not for profit Registered Training Organisation with business objectives and a special interest group dedicated to providing service to its Members and acting as an advocate on their behalf.

Swim Australia is ASCTA’s Learn-to-Swim and Water Safety Industry Development division, primarily delivering products, services and professional development programs for Swim Schools. Swim Australia was launched in 1997 by the Australian Federal Minister for Sport and Recreation.

Swim Australia has provided the Swim School sector of the aquatics industry with exceptional guidance and direction to help the industry network grow and improve standards.

Our MISSION
Developing Lifelong Swimmers to Thrive and Succeed

Our Purpose | Why We Exist
We are the home for Coaches, Teachers and Swim Schools. A place where they belong, connect with others, advance their careers and feel empowered.

Our Value | What We Do
Continuous improvement of Coaching and Teaching techniques and methodologies and Swim School operations to enable and inspire all participants and athletes to grow and develop.

Our Promise | How We Deliver
We are a voice for Coaches, Teachers and Swim Schools. We provide valuable resources and opportunities to learn, network and collaborate.

We act with integrity
We are stronger together
We fuel the passion
We achieve ongoing excellence
SNAPSHOT 2017/2018

OUR COMMUNITY

8000 active members

Teachers

Coaches

Swim Schools

Contacts

30,000 connections

8,000 active members

Teachers • Coaches • Swim Schools

WE DELIVERED

4 Journals

200,000 Swimming Matters

40 E-Newsletters

1,000 Social Media Posts

Over 1/2 million distribution

Resources

TAKING THE LEAD

ADVOCACY

for Coaches, Teachers & Swim Schools

Fitness Industry Award

ATO GST Exemption

Coach Education & Accreditation

EDUCATION

for Coaches, Teachers & Swim Schools

625 Courses

181 Current Presenters

12 International

21 Assistant Presenters

EVENTS HELD

for Coaches, Teachers & Swim Schools

1 International Conference (Singapore)

1 National Conference

4 State Conferences

12 SwimINFO Conferences

697 ASCTA CONFERENCE ATTENDEES

WE ATTENDED 16 STATE, NATIONAL AND INTERNATIONAL EVENTS

AND VISITED 73 SWIM SCHOOLS

WHAT'S COMING UP

Our Partners / Stakeholders

8,000 active members
Swimming in Australia Journal
Quarterly Journal featuring coaching and teaching strategies, high performance and technical information, learn to swim, youth development and swim school management. Shared knowledge of experiences in the swimming community, up-to-date industry information and latest news and events.
Delivered to all ascta members and Swim Australia swim schools Australia-wide.

ASCTA Swim Australia E-Splash e-newsletter
Fortnightly newsletter showcasing current events, opportunities in our swimming community and special member offers.

Swim Australia SwimUPDATE
Monthly newsletter emailed to all Swim Teachers and Swim Schools highlighting happenings in our swimming community

Swim Australia Swimming Matters
Annual e-brochure emailed to all Swim Teachers and Swim Schools featuring helpful tips and information for parents.

asctaConvention Program
1 edition in lead-up to annual asctaConvention detailing courses, keynote speakers and special functions.
1 final convention program for all attendees (approx. 700).

asctaConvention Trade Passport
Featuring all Trade Exhibitors at asctaConvention, attendees are entered into a prize draw for visiting trade stalls and having their passport stamped barcode digitally scanned.

For advertising pricing and specifications, refer to next page.
Advertising Options

ASCTA Website
Advertisement (300 pixels wide x 300 pixels high)
Includes artwork, text and link to one PDF or website

<table>
<thead>
<tr>
<th></th>
<th>Monthly</th>
<th>3 months</th>
<th>12 months</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>$50.00 (incl GST) per month</td>
<td>$100.00 (incl GST) total</td>
<td>$300.00 (incl GST) total</td>
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Swim Australia Teacher Portal
Advertisement (300 pixels wide x 300 pixels high)
Includes artwork, text and link to one PDF or website

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<td>$300.00 (incl GST) total</td>
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ASCTA Swim Australia E-Splash e-newsletter - fortnightly
Circulation: approx 18,500 emails every fortnight Australia-wide plus online access

Advertisement (650 pixels wide x 200 pixels high)
Includes artwork, text and link to one PDF or website
$300.00 (incl GST) in 1 E-Splash Newsletter

Swim Australia Swim Update e-newsletter - monthly
Circulation: approx 5,000 emails monthly Australia-wide plus online access

Advertisement (650 pixels wide x 400 pixels high)
Includes artwork, text and link to one PDF or website
$300.00 (incl GST) in 1 monthly Swim Update

Swim Australia Swimming Matters e-brochure - annually
Circulation: 250,000 Australia-wide plus online access

Banner Advertisement (180mm wide x 55mm high)
$300.00 (incl GST) in 1 annual publication

asctaCONVENTION Program 2019 - 1 edition per year
Circulation: distributed May 2019
One 16 page A4 Booklet printed in lead-up to asctaConvention 2019

Advertisements are included as part of asctaCONVENTION Trade Package

Sizes available:

- **1/8 page** (90mm wide x 65mm high)
  - All artwork and photos supplied must be high resolution (minimum 300dpi) in PDF, eps or jpeg format, converted to CMYK. Artwork below this resolution will not be accepted
  - Please add 3mm bleed if applicable to advertisement artwork
  - All text is to be converted to outlines
- **1/4 page** (90mm wide x 130mm high)
- **1/2 page** (180mm wide x 130mm high)
Swimming in Australia Journal Advertising Rates

64 page printed Journal

Circulation: approx 3300 per quarter Australia-wide plus online access

(all quoted prices include GST)

<table>
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<th>Single Issue</th>
<th>4 issues</th>
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<tr>
<td>1/8 page (185mm wide x 85mm high)</td>
<td>$500.00</td>
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<tr>
<td>1/4 page (90mm wide x 130mm high)</td>
<td>$950.00</td>
</tr>
<tr>
<td>1/2 page (185mm wide x 130mm high)</td>
<td>$1,500.00</td>
</tr>
<tr>
<td>Full page (210mm wide x 297mm high + 3mm bleed)</td>
<td>$2,200.00</td>
</tr>
<tr>
<td>Back page (210mm wide x 297mm high + 3mm bleed)</td>
<td>$2,500.00</td>
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New Artwork for any advertisement, any size*

*Artwork fee applies for new artwork. No charge for using pre-existing artwork or press ready artwork supplied by client.

*Charges will apply for amendments to existing artwork.

Content / Press Ready Advertisement Artwork due dates

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<td>Content &amp; Advert Artwork Due Date:</td>
<td>27 July 2018</td>
<td>12 Oct 2018</td>
<td>8 Feb 2019</td>
<td>10 May 2019</td>
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</table>

Advertisement Artwork specifications

- All artwork and photos must be supplied at high resolution (minimum 300dpi) in PDF, eps or jpg format, converted to CMYK. Artwork and photos below this resolution will not be accepted.
- Add 3mm bleed if applicable to advertisement artwork
- All text is to be converted to outlines
- Finished artwork to be submitted by due date for each Journal deadline

Content specifications

All content submitted for consideration to be included in the Swimming in Australia Journal must include one or more of the following:

- Be Educational / Informative / Add Value
- Relevant to the needs of Coaches, Teachers and/or Swim Schools
- Showcase successes, innovation and interesting events
- Share stories relating to our swimming community
- Articles must be for industry benefit, not self-promotion
- Please write in first person, present or future tense where possible
Increase your visibility

Get seen in all the right places with one of our engaging package deals.

Mix ‘n’ Match advertising to suit your needs

- Swimming in Australia Journal
- Email Direct Marketing
- Social Media
- Website
- asctaConvention

Promote your service, product, event or swim school
### Advertising Packages

#### Advertising Package 1
- asctaConvention Platinum Trade
- 4 x half page advertisements in Swimming in Australia Journal (1 advertisement per edition/quarterly)
- 4 x banners ASCTA/Swim Australia e-splash e-newsletter
- 12 month banner on ASCTA website
- Logo on asctaConvention print and media collateral

**Total Investment: $6,000**
Price includes GST

#### Advertising Package 2
- 4 x half page advertisements in Swimming in Australia Journal (1 advertisement per edition/quarterly)
- 4 x banners ASCTA/Swim Australia e-splash e-newsletter
- 12 month banner on ASCTA website
- 3 month banner on Swim Australia Teacher Portal

**Total Investment: $3,000**
Price includes GST

#### Advertising Package 3
- 4 x full page advertisements in Swimming in Australia Journal (1 advertisement per edition/quarterly)
- 12 month banner on ASCTA website

**Total Investment: $3,000**
Price includes GST

#### Advertising Package 4
- 12 month banner on ASCTA website
- 12 month banner on Swim Australia Teacher Portal
- 4 banners ASCTA/Swim Australia e-splash e-newsletter
- 2 social media posts

**Total Investment: $2,000**
Price includes GST

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**For more information and to book your next digital or print advertising contact:**

Julie Emmerson  
Communications & Media Officer  
multimedia@ascta.com

Emily Willoughby  
Events Co-ordinator  
07 5494 6255 Ext.206  
emily@ascta.com

**General Enquiries**
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**asctaConvention2019 Enquiries**
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