

## Advertising Rate Sheet *(GST included)*

### WHO READS COTA NEWS?

COTA News is the official newspaper of Council on the Ageing Victoria and is distributed to COTA Vic's 6000 individual members by post, and in bulk to over 300 affiliated groups as well as more than 250 Victorian Probus Clubs. This brings the bi-monthly circulation to 10,000 copies.

Since 1951, COTA Vic has been run by people over 50, for people over 50 and is well known and highly respected among seniors, as well as governments, service providers and business for its introduction of a range of important programs. Its activities contribute enormously to the healthy, active and positive ageing of Victoria's growing over 50 population.

### COTA MEMBERS ARE DOERS!

COTA members form a lively network of older people who provide leadership in their local community, volunteer for community work and are committed to assisting others to adapt to changes in their circumstances or the world around them. They also enthusiastically pursue a diverse range of interests and hobbies from gardening, woodworking and computers to travel, fitness, sports and more.

In short, COTA members stand out as movers and shakers in a generation of seniors who are renowned for their energy and capacity for enjoyment of an active and fulfilling lifestyle. COTA's 6000 members, and further 4,000 COTA-affiliated readers depend on COTA News for the latest updates on the organisation and the activities of fellow members.

### COTA NEWS CONTENT

COTA News is the organisation's primary means of communication with its growing membership and affiliated groups. It contains a lively mix of relevant news, information about policy issues and COTA's advocacy work, profiles and interviews, as well as opinion from informed sources.

Regular sections deal authoritatively with health and fitness in body and mind, while others allow for communication with readership through Q&A and other means. News and informative articles are provided by affiliated groups such as the 110 organisations now providing Living Longer Living Stronger programs auspiced by COTA Vic, COTA Cycling, the OM:NI group on men's health and wellbeing and from the newly formed Retirement Villages Residents' Association and others.

An important section will include information about upcoming events, COTA and Seniors Information Victoria seminars and a diary of meetings with key people such as government ministers.

### FREQUENCY OF PUBLICATION

COTA News is a bi-monthly publication, distributed in February, April, June, August, October and December.

### ADVERTISING RATES — PER EDITION

	Casual	3 editions	6 editions
Full page	\$935	\$880	\$825
Half page	\$495	\$467.50	\$440
Third page	\$412.50	\$385	\$357.50
Quarter page	\$330	\$302.50	\$275
Fifth page	\$275	\$264	\$253
2col x 10cm / 20cc	\$137.50	\$132	\$126.50
2col x 5cm / 10cc	\$71.50	\$68.20	\$66

ALL RATES INCLUDE FULL COLOUR.

Agency commission 10%.

### MECHANICAL DETAILS (h x w in mm)

Page size: 405 x 289. Text print area: 380 x 263

Format: 7 cols

### DISCOUNTS

A 5% discount is allowed when full payment is made on booking advertisements over \$165.

### PREFERRED POSITIONS

10% of space cost.

### ARTWORK

Artwork to be supplied by email or on CD in Mac format, high res press optimised PDF files preferred. Files under 10mb can be emailed to: [production@fiftyplusnews.com](mailto:production@fiftyplusnews.com)

### ADVERTISEMENT SIZES (h x w in mm)

Full page: 380 x 263. Half page: 190 x 263 (horiz.)

Third page: 135 x 263. Quarter page: 175 x 149, 230 x 111 (vert.) or 100 x 263. Fifth page: 125 x 149.

### BOOKING DEADLINES FOR 2008

FEB/MAR 08: 1 FEBRUARY (Distribution: 15 February)

APR/MAY 08: 11 APRIL (Distribution: 28 April)

JUN/JULY 08: 6 JUNE (Distribution: 20 June)

AUG/SEPT 08: 1 AUGUST (Distribution: 15 August)

OCT/NOV 08: 3 OCTOBER (Distribution: 17 October)

DEC 08/JAN 09: 28 NOVEMBER (Distribution: 12 December)

### ADVERTISING ENQUIRIES

CATHY RIDDLE

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*Telling Words Co also publishes Fifty-Plus News, Victoria's most authoritative monthly newspaper for older people.*