



SENIORS CARD



NSW Seniors Card Discount Directory 2011 Advertising rates and booking form

Reach nearly 1 million customers



Human Services
Ageing, Disability & Home Care

**Advertising booking deadline
31 August 2010**



SENIORS CARD

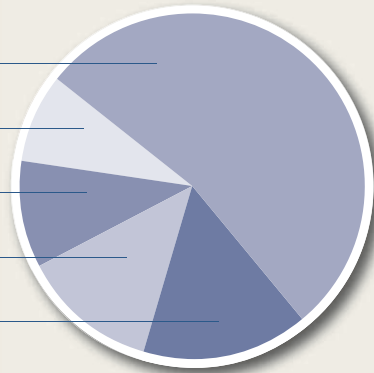
Overview

- Annual publication mailed to NSW Seniors Card holders
- Only publication of its kind to reach nearly 1 million people over 60 in NSW
- Lists thousands of business partners offering discounts of 10% or more
- Five regional directories means businesses can connect with local customers
- Holiday & Travel section spans across all directories to help members plan their travel

Circulation

- Posted to around 770,000 Seniors Card member households, totalling around 985,000 Seniors Card members in January 2011

<u>Sydney & Surrounds</u>	<u>526,000</u>
<u>Central Coast & Hunter</u>	<u>154,000</u>
<u>Northern NSW</u>	<u>127,000</u>
<u>Southern NSW</u>	<u>97,000</u>
<u>Western NSW</u>	<u>81,000</u>



Source: projected figures based on NSW Seniors Card member database May 2010

- Posted to around 60,000 new members during 2011
- All five directories available online for 12 months



Get your business into the homes of nearly 1 million customers

Member profile

The majority of Seniors Card members enjoy an active retirement. Seniors Card members have a high disposable income, love to travel, stay healthy and be entertained.

- Around one third are fully self-funded retirees, and just over 10% are part-pensioners
- Nearly half of all Seniors Card members are aged between 60-69
- Even distribution between males and females
- Top interests are travel (international and domestic), movies and theatre, computers, reading, sport and exercise

Source: based on NSW Seniors Card member database May 2010

“

The 2010 Seniors Card Discount Directory is proving to be a successful promotional medium for AMF Bowling, increasing brand awareness and boosting revenue.”

Sarah Love
National Accounts Manager
AMF Bowling Centres



Artwork specifications

Deadlines

Advertising booking deadline	31 August 2010
Cancellation deadline	21 September 2010
Material deadline	24 September
Invoice date	January 2011
Publication date	January 2011

Specifications

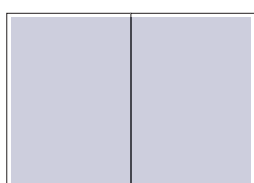
If you are supplying advertising artwork, please ensure that you meet these specifications.

Material that does not conform to these specifications may be rejected.

- Use font size no smaller than 8pt (excluding business terms and conditions)
- If using the Seniors Card Welcome Here logo, ensure it is applied correctly
- The logo can be used by registered business partners in colour (blue match PMS 534 and gold match PMS 873), blue only or black only

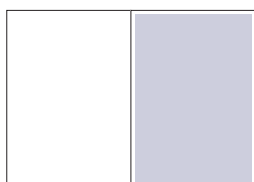
Advertising artwork sizes

Publication is A5 (148.5 x 210mm) and printed in full colour (cmyk).



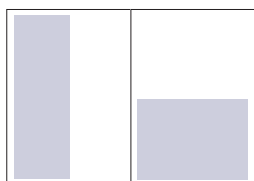
Double page spread

Bleed	307 x 220mm
Trim	297 x 210mm
Display	287 x 200mm



Full page ad

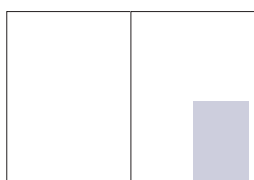
Bleed	158.5 x 220mm
Trim	148.5 x 210mm
Display	138.5 x 200mm



Half page ad

Horizontal	138.5 x 86mm
Vertical	67 x 177mm

no bleed required



Quarter page ad

Display	67 x 86mm
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no bleed required

Acceptable file formats

Adobe Acrobat PDF (PC or Mac)

Files can be provided as press optimised cmyk PDF files. Ensure all fonts are embedded in the PDF file. A black and white laser proof for mono advertisements or a colour proof for colour advertisements must be provided.

Adobe Photoshop (PC or Mac)

Finished artwork may be supplied as TIF, EPS or JPG files in cmyk mode and not less than 300 dpi.

Adobe InDesign CS4 (PC or Mac)

All files and fonts used in your document must be included. If there are Adobe Illustrator files used in your document ensure all fonts/type are converted to outlines. Photoshop EPS or TIF images must be in cmyk mode and not less than 300 dpi.

Completed artwork may be supplied on CD or emailed, provided the size of the file is no more than 20MB to:

Impress Design

Level 5, 50 York Street, Sydney NSW 2000
Phone: (02) 9279 0022
Email: creative@impressdesign.com.au

Please ensure you include your contact details and an email address so we can send you a proof of your advertisement.

Getting your ad designed

If you need an advertisement designed, please contact Impress Design at the above address.

The following rates apply to creating new advertisement artwork:

Quarter page ad	\$140
Half page ad	\$180
Full page ad	\$250
Double page spread	\$380

(All rates ex GST)

Copy (text) should be provided as a Word document. Any logos should be provided either electronically as an Illustrator EPS or high resolution JPG or TIF file.

If photographs are to be included in the advertisements they should be provided electronically as Photoshop JPG files at a resolution no less than 300 dpi at actual size.

Amending supplied or existing artwork

If you have an existing advertisement but require amendments to the artwork, please contact Impress Design to discuss details. Impress Design will advise if any costs will be incurred.

Advertising booking form

Rates and regions

Please specify your required size and regional area:

- Quarter page ad**
- | | |
|--|--------|
| <input type="checkbox"/> Sydney & Surrounds | \$850 |
| <input type="checkbox"/> Other regions (<i>please specify</i>) | |
| <input type="checkbox"/> Central Coast & Hunter | \$640 |
| <input type="checkbox"/> Northern NSW | \$640 |
| <input type="checkbox"/> Southern NSW | \$640 |
| <input type="checkbox"/> Western NSW | \$640 |
| <input type="checkbox"/> Holidays & Travel* | \$3200 |
| <input type="checkbox"/> All five regions | \$3200 |

- Half page ad**
- | | |
|--|--------|
| <input type="checkbox"/> Sydney & Surrounds | \$1350 |
| <input type="checkbox"/> Other regions (<i>please specify</i>) | |
| <input type="checkbox"/> Central Coast & Hunter | \$1040 |
| <input type="checkbox"/> Northern NSW | \$1040 |
| <input type="checkbox"/> Southern NSW | \$1040 |
| <input type="checkbox"/> Western NSW | \$1040 |
| <input type="checkbox"/> Holidays & Travel* | \$5200 |
| <input type="checkbox"/> All five regions | \$5200 |

- Full page ad**
- | | |
|--|--------|
| <input type="checkbox"/> Sydney & Surrounds | \$2550 |
| <input type="checkbox"/> Other regions (<i>please specify</i>) | |
| <input type="checkbox"/> Central Coast & Hunter | \$1940 |
| <input type="checkbox"/> Northern NSW | \$1940 |
| <input type="checkbox"/> Southern NSW | \$1940 |
| <input type="checkbox"/> Western NSW | \$1940 |
| <input type="checkbox"/> Holidays & Travel* | \$9800 |
| <input type="checkbox"/> All five regions | \$9800 |

- Premium display – all five regions**
- | | |
|--|----------|
| <input type="checkbox"/> Inside front cover | \$23,000 |
| <input type="checkbox"/> Inside back cover | \$16,000 |
| <input type="checkbox"/> Back cover | \$25,000 |
| <input type="checkbox"/> Centre double page spread | \$29,000 |

All prices exclude GST

* Holiday & Travel ads MUST appear in all five regions

Categories

Please specify in which category you would like your advert to appear:

- Automotive
- Holidays & Travel*
- Leisure & Lifestyle
- Shopping
- Household Needs
- Professional Services

Business details

COMPANY NAME

ABN

ADDRESS

CONTACT NAME

PHONE

MOBILE

EMAIL

Authorisation

I understand and agree to the terms and conditions specified on this form and I am authorised on behalf of the company to purchase display advertising in the NSW Seniors Card Discount Directory 2011 as indicated above.

NAME

POSITION

SIGNATURE

DATE

Please return completed booking form no later than Tuesday 31 August 2010

by fax NSW Seniors Card on 02 8270 2361

or post NSW Seniors Card, Level 5, 83 Clarence Street, Sydney NSW 2000

or scan and email business@seniorscard.nsw.gov.au

Advertise to the over 60s in NSW

Other advertising opportunities

Access the NSW Seniors Card member base through a diverse range of digital and print advertising:

- Direct Mail
- Electronic Direct Mail
- New member pack inserts
- Competitions
- Special offers
- Monthly e-newsletter advertorials
- Web banners, buttons and skyscrapers
- Show bag inserts

Speak to our business development team (02) 8270 2170 for further details or visit www.seniorscard.nsw.gov.au and click on the 'Business Partner area'.

Contact

NSW Seniors Card

Level 5, 83 Clarence Street
Sydney NSW 2000

Phone: 02 8270 2429 or 02 8270 2170

Fax: 02 8270 2361

Email: business@seniorscard.nsw.gov.au



We were surprised by the strong response we received from our advertisement in the NSW Seniors Card Directory. The leads generated were well above targeted response rates with corresponding sales well ahead of budget."

Michaela Rocak

Product Marketing Manager
TOWER Alliances

Terms and conditions

The Seniors Card scheme is administered and funded by Ageing, Disability and Home Care (ADHC). Any reference to ADHC shall mean and include any reference to 'Seniors Card'.

1. All advertisements are subject to approval by ADHC.
2. ADHC reserves the right to withdraw any advertisement at any time at ADHC's sole discretion. All artwork supplied by the customer must comply with the specifications set out in the advertising rate card. ADHC reserves the right to correct any artwork supplied that does not meet these specifications. Associated costs will be charged to the customer.
3. ADHC will send the customer confirmation of advertisement format and rate. The customer must notify ADHC of any errors in the confirmed advertisement within two working days of the confirmation being received. ADHC will take no responsibility whatsoever for errors in confirmed advertisements.
4. Cancellations must be advised in writing by 21 September 2010 or will be charged at the full rate.
5. The customer will be invoiced. Payment terms are strictly 30 days upon receipt of invoice.
6. ADHC accepts no responsibility for any loss resulting from the failure of an advertisement, in full or part, to appear or for any error in an advertisement.
7. The customer warrants that the material supplied complies with all relevant laws and regulations and does not infringe the intellectual property rights of any third party.
8. The customer indemnifies ADHC against any and all claims for damages, costs and/or compensation, or any liability whatsoever arising from publication; including for defamation or infringement of intellectual property rights.
9. In this terms and conditions, 'intellectual property rights' means all rights in copyright, patents, registered and unregistered trademarks, designs, trade secrets, trade, business or company names, confidential or other proprietary rights, or any rights to register such rights.
10. ADHC reserves the right to cancel the customer agreement with any business that fails to pay their invoice by the due date.
11. Advertising bookings will not be accepted from previous bad debtors.

www.seniorscard.nsw.gov.au