

# GOOD NEWS

5 GREAT reasons to advertise in the **NACCHO** Health Newspaper:

1. Highly targeted health sector audience
2. Quality production and guaranteed national distribution in partnership with the award-winning Koori Mail
3. Article space can be arranged
4. Newspaper also distributed at NACCHO Summits and events
5. 500 copies posted to the CEO's of Australia's top Aboriginal health organisations and departments



*Over 100,000 Audited KOORI MAIL readers*



Investing in  
**Healthy Futures**  
for generational change

Wanted good news stories /ads for our  
**ABORIGINAL HEALTH NEWSPAPER**

Help support our NACCHO

**National Aboriginal  
Health Newspaper**

Submit Advertising  
and good news stories

[nacchonews@naccho.org.au](mailto:nacchonews@naccho.org.au)

Or call Colin 0401 331 251





## ***RATE CARD 2015: Australia's first Aboriginal Health Newspaper***

NACCHO has announced the launch 5<sup>th</sup> edition of Australia's first national health Aboriginal newspaper, the *NACCHO Health News*. Publish date 1 July 2015

Working with Aboriginal community controlled and award-winning national newspaper the *Koori Mail*, NACCHO aims to bring relevant information on health services, policy and programs to key industry staff, decision makers and stakeholders at the grassroots level

While NACCHO's website and annual report have been valued sources of information for national and local Aboriginal health care issues for many years, the launch of *NACCHO Health News* creates a fresh, vitalised platform that will inevitably reach your targeted audiences beyond the boardrooms.

NACCHO will leverage the brand, coverage and award-winning production skills of the *Koori Mail* to produce a 20-28 page three times a year, to be distributed as a 'lift-out' in the 14,000 *Koori Mail* circulation, as well as an extra 1,500 copies to be sent directly to NACCHO member organisations across Australia.

Our audited readership (Audit Bureau of Circulations) is 100,000 readers!

**NEW 2015:** Our Newspaper will also be available on the [KOORI MAIL APP](#)

### ***Great reasons why you should advertise!***

1. Support Australia' first Aboriginal Health Newspaper
2. Support the Aboriginal Community Controlled organisations behind this exciting Advertising opportunity NACCHO and Koori Mail
3. Reach a huge targeted audience: National Distribution of 14,000 copies
4. Audited circulation 100,000 readers
5. Plus targeted distribution to NACCHO member services
6. Discounted member advertising rates
  - a. Normal advertising cost \$19.80 per column cm
  - b. NACCHO member rates \$11 per column cm
  - c. NACCHO stakeholder rates \$15.40 per column cm
7. Employment ads will reach employees in the ACCHO's
8. Promoted by the Koori Mail and NACCHO media and social media
9. Advertise your organisation's progress and health messages
10. Show your support for NACCHO!



## **SPECIAL AD RATES 1 July edition FOR NACCHO Members and stakeholders**

Please note the following key dates for the next edition:

Article Proposals	<b>13 June 2015</b>
Ads artwork	<b>13 June 2015</b>
Publication date	<b>1 July 2015</b>

Note: the earlier you book your ad or submit an article for consideration, the better placement we can offer in the printed newspaper. All prices are GST inclusive. Discounts are available to not-for-profits, NACCHO member organisations and industry stakeholders. All prices include artwork if required.

LEVEL	Column x CM	FULL PAGE 380x260mm	HALF PAGE 190x260mm	¼ PAGE 190x128mm	1/8 PAGE 95x128mm	BIZ CARD 95x64mm
Public	\$19.80	\$5,266.80	\$2,633.40	\$1,316.70	\$658.35	\$329.18
Member	\$11.00	\$2,926.00	\$1,463.00	\$731.50	\$365.75	\$182.88
Stakeholder	\$15.40	\$4,096.40	\$2,048.20	\$1,024.10	\$512.05	\$256.03

### **Printing Specifications**

Finished page size 26cm wide x 38cm deep

38cm deep by 26cm (7 columns wide)

1 column = 35mm wide (Not available)

2 column = 72.5mm wide

3 column = 110mm wide

4 column = 147.5mm wide

5 column = 185mm wide

6 column = 222.5mm wide (not available)

7 column = 260mm wide

Minimum advertising width is 2 columns

**For all advertising and editorial assistance:**

**Contact Colin Cowell - Mobile 0401 331 251**

**Email <mailto:nacchonews@naccho.org.au>**