



Advertisement position

Advertising Marketplace eFlyers are sent out fortnightly on a Tuesday. eFlyers feature four advertisers – with one appearing in our highly sought-after top placement. No eFlyers are sent out if there are no bookings.

We allocate these advertising positions on a first-come-first-served basis. However, please note, that our premium top placement spot is not given to the same advertiser for two consecutive eFlyers.

How it works

How much does it cost to book an eFlyer?

Members

- Top placement \$300
- Regular placement \$200

Non-members

- Top placement \$450
- Regular placement \$350

Before booking, please check availability by calling 02 9410 0099 or email: info@osteopathy.org.au

Content guidelines

- Content must be Ahpra compliant and relevant to osteopathy and is subject to Osteopathy Australia approval. Osteopathy Australia reserves the right to refuse to advertise.
- eFlyers are placed on an email template with a mandatory Osteopathy Australia heading banner and a footer disclaimer stating that the item is a paid advertisement.
- Advertisement headline. This headline should be a maximum 20 words and will display at the top of your listing (not as part of the accompanying image).
- Advertisement body copy. Maximum 300 words, including copy over image.
- Image selection: We strongly recommend that no text appears in the image, for better readability, however, if an advertiser decides to place text on creative it must appear on a clear background and be no more than eight words. Please note that any words that appear on the image are included in the total word count of 300 words.
- Website link. This is your call to action and where you would like to send readers for further information. You can place a maximum of three links in your ad, one being the accompanying image and one to two times in the body text. Emails will be hyperlinked.

Deadlines

The Advertising Marketplace eFlyer is sent out twice a month on the second and fourth Tuesday.

- First check availability with us at info@osteopathy.org.au or by calling 02 9410 0099. Once your availability has been confirmed, please make your payment below.

- Once payment has been received, only then will work commence on your eFlyer placement and no refunds will be given.
- Copy and image must be submitted at least one week prior to distribution of the eFlyer. Late submissions will not be accepted.
- The eFlyer booking may be transferred to another available date if space is available. If no space is available in the following three issues, no refunds will be offered.
- The advertiser will receive a draft for approval. There will be the opportunity for one round of edits which must be with us electronically two working days before broadcast date (excluding public holidays). Any additional edits will be charged at \$85 per edit round. Further changes requested that compromise the broadcast date may result in ad placement not being included and no refund will be offered.
- Osteopathy Australia is not responsible for missed broadcast dates due to delays in the eFlyer editing and approval process.
- Space is limited and if an ad placement needs to be rescheduled, we cannot guarantee space is available in the next eFlyer.
- No advertisements can be booked if any outstanding payments are due.

Style guide

You will be supplied with our corporate style guide. Here are a few key things we ask you to be aware of when creating your ad.

- Osteopathy Australia is spelled with a capital O and capital A. Osteopathy is always spelled with a lower-case o unless it's the beginning of a sentence.
- We write day/month in this format: Wednesday, 15 June 2024.
- If you are using an acronym, write it out in full the first time it appears, followed by the acronym (e.g. Department of Veterans' Affairs (DVA)). You can then use the acronym thereafter.
- For bullet points with full sentences, use normal punctuation. Start every point with a capital letter. End every point with a full stop.
- At Osteopathy Australia we write numbers one to nine as words and numbers 10 and higher as digits.
- No American spelling or date formats.
- Headings should be sentence case.