

# e-Bulletin RSAYS

## ROYAL SOUTH AUSTRALIAN YACHT SQUADRON



## advertising kit

### SAMPLE e-BULLETIN

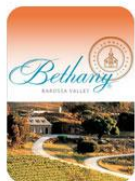
#### Messages from our Sponsors

##### SQUADRON QUARTERLY

The RSAYS's December edition of our fantastic magazine has just been released.

Look for it now in your mailboxes or contact the office for your complimentary copy.

Submissions close for the March edition on 1st February 2014



##### BETHANY WINES

Proud sponsors of the Twilight racing series 2013/14 and strong supporters of the club.

One of the oldest established winemakers in the Barossa Valley, Bethany Wines is a family-owned winery that offers premium wines that are truly reflective of their Barossa Ranges' terroir.

Find a great range of our wines on the RSAYS wine list.

For more information click on the links below



##### SEE YOUR BUSINESS HERE

Click on the image for our very competitive advertising rates.

Great way to attract more customers and get your brand known.



## PROMOTE YOUR BUSINESS AND ITS SERVICES TO AN AUDIENCE THAT LISTENS

### Advertising

The e-Bulletin is the e-newsletter of the Royal South Australian Yacht Squadron (RSAYS), providing members with relevant news about activities and issues relating to the club and of interest to RSAYS members. The e-Bulletin is emailed weekly to approximately 1,000 member subscribers and as a promotional newsletter format to a growing list of over 1000 non-members subscribers. We have a growing audience both in our database and our social media networks.

The RSAYS accepts advertising that reflects the needs and interests of our members and are consistent with the club's core objectives.

### Bookings

To discuss your advertisement booking, and confirm, please contact our office.

Email: [general.manager@rsays.com.au](mailto:general.manager@rsays.com.au)

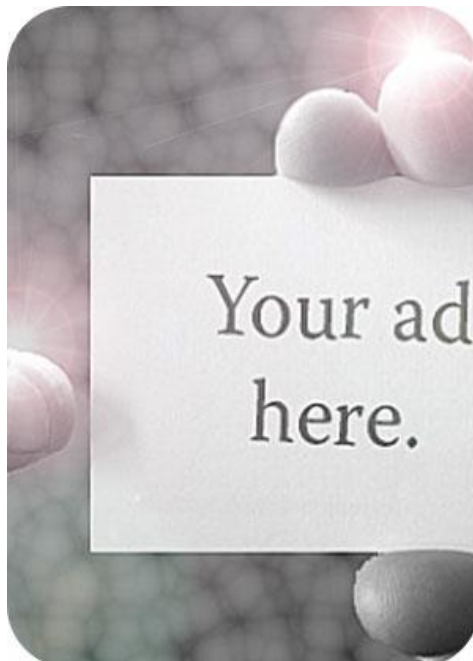


# Terms & Conditions

## MAJOR ADVANTAGES

- \* No web site design fees
- \* Artwork is included
- \* Very Affordable
- \* Highly Active targeted audience
- \* Trackable results
- \* Simple fees for high traffic return.
- \* Change your ad to suit your offers at no additional fee.
- \* Additional postings on our Facebook page offered free of charge when you take up the additional web and social media links option.

- All advertising bookings must be confirmed in writing on via email.
- Finished artwork must be submitted according to specifications listed in the Advertising Kit.
- Cancellations will only be accepted in writing and must be received before the booking deadline.
- Cancellation of an advertisement after the booking deadline will incur a cancellation fee of 50% of the advertising fee for that advertisement.
- Advertisements are accepted subject to the approval of the Editor. RSAYS reserves the right to cancel or reject advertising deemed not to be in keeping with its objectives.
- Advertisements are accepted for publication on the condition that the advertiser indemnifies the publisher and its servants and contractors against all actions, suits, claims, loss and/or damage and expenses resulting from anything published by the advertiser.
- The RSAYS makes every reasonable effort to publish the e-Bulletin according to the distribution schedule.
- The RSAYS is not liable for any loss or damage incurred by an advertiser as a result of any failure or delay in the distribution of the e-Bulletin.



- Bulk advertising packages must be utilized within the stipulated time period.
- If payment has not been received for an advertisement by the deadline date for material for that edition of e-Bulletin, that advertisement will not be published and the cancellation fee will apply. Any bulk discount will become null and void.
- Where an advertisement is not published through no fault of the advertiser, the advertising fee that has been paid will be refunded.
- Only one advertisement is allowed per advertiser in each edition of the e-Bulletin.
- Special advertisement positions cannot be booked. Positions will be determined by the Editor.

## Rates

|                                | 1-MONTH PACKAGE  | 3-MONTH PACKAGE   | 6-MONTH PACKAGE   | 12-MONTH PACKAGE  |
|--------------------------------|------------------|-------------------|-------------------|-------------------|
|                                |                  | BULK DISCOUNT     | BULK DISCOUNT     | BULK DISCOUNT     |
|                                | Minimum 4 Issues | Minimum 12 Issues | Minimum 24 Issues | Minimum 48 Issues |
| RSAYS Member                   | \$110            | \$300             | \$550             | \$850             |
| RSAYS Non Member               | \$120            | \$330             | \$600             | \$950             |
| Website and Social Media links | \$10 per month   | \$10 per month    | \$10 per month    | \$10 per month    |

\*Prices include GST and minor artwork development to ensure that the images work with the site.

## Deadlines & Artwork

- The e-Bulletin is sent weekly. Booking deadline - COB on the Friday before distribution.
- Final written material deadline - COB on Monday of the same week of distribution
- Advertisement artwork size: 420 x 300 pixels  
File format: JPG or PNG  
File size maximum: 800KB
- You may also provide a URL and social media to link your advertisement to, or one PDF document that our members can download from a link from your advert.
- Please attach your document as a PDF to the email with your details.



161 Oliver Rogers Road  
Outer Harbor, SA 5018  
Phone 08 8341 8600  
rsays@rsays.com.au

# RSAYS eBulletin: Advert Booking Form



Contact Name: \_\_\_\_\_

Company/Business Name: \_\_\_\_\_

RSAYS Membership Number: \_\_\_\_\_ or  Non-Member

Postal Address: \_\_\_\_\_

\_\_\_\_\_ Post Code: \_\_\_\_\_

T: (     ) \_\_\_\_\_ F: (     ) \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

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## eBulletin Advertising:

### Booking Schedule:

Please tick frequency required.

- 1 Month** - Minimum 4 Issues | **\$110/\$120**
- 3 Month** - Minimum 12 Issues | **\$300/\$330**
- 6 Month** - Minimum 24 Issues | **\$550/\$600**
- 12 Month** - Minimum 48 Issues | **\$850/\$950**
- Website/Social Media Links** – per Month | **\$10**

### Date campaign is to commence displaying:

\_\_\_\_ / \_\_\_\_ / \_\_\_\_\_

### Supply of Artwork:

Finished artwork submitted  Yes  No

### URL for image to link to:

www. \_\_\_\_\_

### Special instructions or comments:

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**Calculating the cost of your advertisement:**

**Calculate price:** Total: \$ \_\_\_\_\_

**Special Offer Member Discount Code:** \_\_\_\_\_ Less 20%: \$ \_\_\_\_\_

Not a Member? [Enquire online now.](#)

**FINAL TOTAL:** \$ \_\_\_\_\_

*By signing below I acknowledge that I have read and agreed to the total cost being debited from the credit card supplied and the Terms + Conditions listed below.*

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Payment details:** Please deduct the cost of the advertising package from:

VISA     MASTERCARD

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|                      |  |                     |  |
|----------------------|--|---------------------|--|
| <b>Name on Card:</b> |  |                     |  |
| <b>Signature:</b>    |  | <b>Expiry Date:</b> |  |

**BPay :** Available on request.

Please speak to our friendly accounts staff on booking and an invoice will be issued with BPay details.

**TERMS + CONDITIONS | eBulletin Advertising**

- 1) All Advertising booked with the RSAYS is not confirmed until a signed booking form has been received from the advertiser.
- 2) Advertising space is not held without receipt of a booking form.
- 3) Advertising booking forms are not accepted without credit card details being supplied and funds must be available for processing prior to the commencement of any advertisement being distributed.
- 4) Finished artwork must be supplied and in the correct format and sizing as specified in the Advertising kit.
- 5) Advertisements are accepted subject to the approval of the RSAYS. RSAYS has the right to reject advertising and or inappropriate material.
- 6) It is the responsibility of the advertiser to ensure that advertisements comply with the Trade Practices Act. Advertisements are accepted for publication on the condition that the advertiser indemnifies the RSAYS and its servants, employees and contractors against all actions, suits, claims, loss and/or damage and expenses resulting from anything published by way of the advertiser.
- 7) Please refer to the RSAYS eBulletin advertising kit for a full list of the terms and conditions

**Royal South Australia Yacht Squadron**  
 161 Oliver Rogers Road, Outer Harbor, SA, 5018  
**T:** 08 8341 8600 **F:** 08 8248 4933  
**E:** [accounts@rsays.com.au](mailto:accounts@rsays.com.au) **W:** [www.rsays.com.au](http://www.rsays.com.au)