



POLICE

ASSOCIATION OF NSW

LOYALTY PROGRAMME



Media Kit 2011

Media Kit 2011



POLICE ASSOCIATION OF NEW SOUTH WALES

A.B.N 86 047 021 267

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Police Loyalty Programme

Dear Advertiser

The Police Association of NSW represents New South Wales police – over 14,000 of them, ranking from Student Police Officers through to Commissioned Officers – who fight crime to protect both you and your business as well as the citizen on the street.

The Association is a highly regarded organisation which works to safeguard the interests of New South Wales police, in terms of wages, working conditions and so on. It also provides benefits to members through scholarships, welfare and legal assistance and other programs such as the NSW Police Loyalty Programme.

The NSW Police Loyalty Programme is an initiative of The Police Association of NSW in conjunction with Showcase Publications. It is pocket-size booklet, which will be distributed by the Police Association to all members and their families. It is designed to help them to source and identify businesses that offer their products and services at a special discount rate, upon presentation of their association membership card.

It's an easy-to-use reference, categorised by business type and location. It will include advertising from all types of businesses throughout NSW.

If you want to be part of this community engagement, and to have your product or service offered to a potential market of 14,000 police (plus their families), then please consider the benefits of the NSW Police Loyalty Programme. It's a great way to promote your business while at the same time helping the people who help you to reduce the impact of crime in our community.

For further information about the NSW Police Loyalty Programme kindly contact Steve Moxey on (02) 9211 7422 or email him at steve.moxey@showpub.com.au

Sincerely,

A handwritten signature in black ink, appearing to read 'G. Chilvers', followed by a horizontal line.

Greg Chilvers
Director
Research and Resource Centre
Police Association of NSW

SUPPORT YOUR LOCAL POLICE AND INCREASE YOUR SALES



Be part of this community engagement and promote your product or service to 14,000 Police association members and their families.

ACTUAL SIZE

- DL size booklet.
- Categorised and packed with special product and service offers, including motor, home, travel, finance, security etc.
- Join companies like... Workout World and many more local businesses...
- Recieve complimentary sticker to display membership on your window.





ADVERTISING SPECIFICATIONS

Advertisement size	Measurement	Rate + GST
Full Page	70mm wide x 190mm deep	\$1500.00
1/2 Page	70mm wide x 94mm deep	\$800.00
1/4 Page	70mm wide x 45mm deep	\$500.00
Listing + Sticker		\$215.00

***Special positions offered subject to availability and prior sale.**

* Outside Back Cover	99mm wide x 210mm deep + 5mm bleed	P.O.A.
* Inside Front Cover	99mm wide x 210mm deep + 5mm bleed	P.O.A.
* Inside Back Cover	99mm wide x 210mm deep + 5mm bleed	P.O.A.

All rates are subject to 10% GST. Please add 10% for all agency bookings.

MATERIAL SPECIFICATIONS

DISK SPECIFICATIONS:

The Police Association of NSW Loyalty Programme Handbook is produced within a Macintosh DTP environment and so compatible formats are preferred (call our production department for assistance with PC conversions). Advertisers must supply the following: a copy of all fonts (printer and screen) used within their documents, and a laser proof of the documents.

PROGRAMS:

Fonts – Only Adobe Postscript Type 1 fonts can be used – unless supplied as an outline in Adobe Illustrator.

PDF Files – high res pdf files please.

InDesign – ensure you are working in Mono + Spot Blue (Pantone Blue 072U) Colour menu.

Adobe Illustrator – please outline fonts

Adobe Photoshop – The resolution required is 300dpi at 100%.

Please note: Ensure all images are included. If logos are to be scanned please supply bromide or clear copy (not photocopy or fax).

PRINTING PROCESS:

Printed sheet-fed offset on quality 100gsm stock. Cover printed on 250gsm art board. The Police Association of NSW Loyalty Programme is printed in Mono + Spot Blue (Pantone Blue 072U) to magazine standards.

MATERIAL:

All material to be marked with COMPANY NAME and to be supplied on disk: CD and sent to Showcase Publications 26 Belmore Street, Surry Hills, Nsw 2011 or Email: artwork@showpub.com.au (Max. 5 MB limit)

Quarter Page 70 mm Wide x 45mm Deep	
Half Page 70 mm Wide x 94mm Deep	
Full Page 70 mm Wide x 190mm Deep	

NEED MORE INFORMATION

Contact: Sarah Abrahams
Showcase Publications P/L
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Fax: 02 9211 7522
Email: artwork@showpub.com.au