

2022-23

ADVERTISING KIT



[Sonographers.org](https://www.sonographers.org)

MAY 2023

Introduction to the ASA

The Australasian Sonographers Association (ASA) is the professional organisation for Australasian sonographers who are the experts in ultrasound. With over 7,000 members and a membership of more than 75% of Australasia's sonographers, the ASA has a significant role in supporting and advising the profession on the highest standards to provide the best possible outcomes in ultrasound for patients.

The purpose of the ASA is to foster a sonography profession that delivers high quality ultrasound with a vision of creating a healthier world through sonographer expertise. We are a not-for-profit organisation, and a registered charity working to advance the health of the public and to advance the education for those performing ultrasound.

We work towards:

- Promoting and advocating for the advancement of the sonography profession
- Driving the quality and standards of ultrasound practice
- Facilitating comprehensive skills and professional development opportunities in ultrasound, and
- Innovating and evolving to deliver organisational sustainability, value and member support.

The ASA provides the most comprehensive range of sonographer focused CPD opportunities in Australasia. Members have access to the highest quality learning tailored for the sonography profession. Our program includes an ever-expanding online learning library and face-to-face events, with participation of members from all locations, clinical streams, and levels of experience.

Every year we hold our Annual International Conference with the Hybrid Brisbane Conference in 2021 attracting over 1700 delegates. Throughout the year we offer a number of face-to-face events such as Special Interest Days, localised workshops and seminars. We also offer the largest sonography online learning opportunities, including webinars, education videos and CPD tests, with podcasts coming soon. These online offerings reach large audiences, with over 20,000 activities undertaken every year.

Our valued partners are integral to the success of our professional development calendar and are seen by ASA members as key to shaping and influencing the sonography profession in Australasia.

PUBLICATION	PUBLICATION TYPE	FREQUENCY	FORMAT	DISTRIBUTION	CONTACT
cross section	e-newsletter	fortnightly	digital	members	ASA Corporate Partnerships
soundeffects news	member magazine	biannual	digital	members	ASA Corporate Partnerships
Sonography	scientific journal	quarterly	digital and print	ultrasound community	Wiley
Wallplanner*	wall calendar	annually	print	members	ASA Corporate Partnerships
Making Waves in Sonography Research	research reviews	biannually	digital	members	ASA Corporate Partnerships
www.sonographers.org	website banner advertising	weekly	digital	members & non-members	ASA Corporate Partnerships

*Priority given to corporate partner program subscribers

Please refer to the relevant section of this advertising kit to find out more about the publication, distribution, pricing as well as terms and conditions.

Contacts

ASA Corporate Partnerships and Growth: partnerships@sonographers.org
 Wiley: efitzsimons@wiley.com



Membership profile

MEMBERS
7107



GENDER
78% F
22% M



AVERAGE AGE
40



PRIMARY POSITION

84% Clinical sonographers

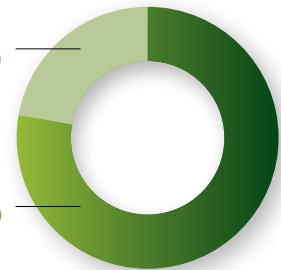
GENERAL VS SPECIALIST

76% Generalists

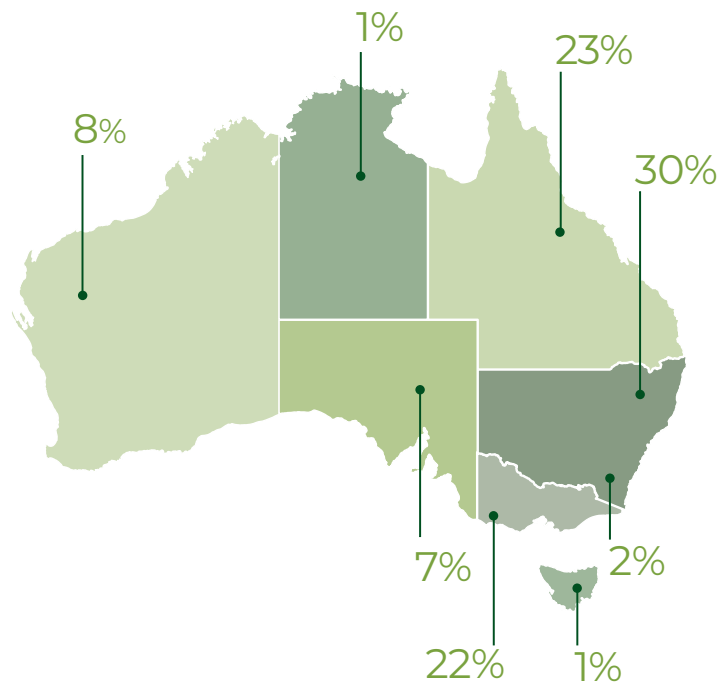
PLACE OF WORK

25% Public practice

75% Private



LOCATION BY STATE



Advertising opportunities



cross section (digital)

cross section is the ASA's fortnightly member e-newsletter, delivered exclusively to members every second Wednesday. *cross section* provides updates on ASA activities and events, as well as ASA and industry news on relevant issues for sonographers. This, combined with the convenience of direct registration for ASA CPD events, has made *cross section* the 'go to' communication for our members.

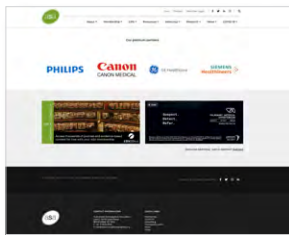
Due to its frequency and digital format, *cross section* is ideal for advertising content that:

- is time-sensitive
- reinforces messaging through repetition
- includes links to web content

Rates (ex GST)

ADVERTISING SPACE	SIZE (W X H)	FORMAT	* MEMBER RATE \$	NON-MEMBER RATE \$
Single Issue	600 x 300 pixels	landscape	450	600
Take 4 Get 5	600 x 300 pixels	landscape	1800	2400
Tailored Package	600 x 300 pixels	landscape	price on application	n/a

Ad artwork is digital and should be supplied as a .jpeg or a .png file in a landscape format at a size of 600 x 300 pixels.



Website – www.sonographers.org (digital)

Website ads offer your brand front page exposure. Repeating on every page, it keeps your message in front of members and top of mind. They can be static or animated, and offer click-through to your website.

Rates (ex GST)

ADVERTISING SPACE	SIZE (W X H)	FORMAT	* MEMBER RATE \$	NON-MEMBER RATE \$
home page advertisement	800 x 350 pixels	landscape	300	450

- The artwork is digital and should be supplied as a jpeg or gif for images at a size of 800 x 350 pixels
- For videos the format is mp4 with videos to be hosted on the advertiser's website (or vimeo, you tube) with the click through from the ASA site.



Sonography

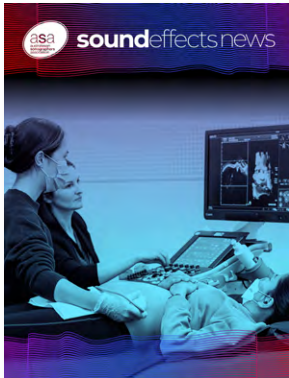
Sonography is a peer-reviewed scientific and academic journal, published quarterly, providing the latest information on all aspects of sonography. Print copies are distributed to members. As a member benefit, ASA members have access to the online journal in the Wiley Online Library via the ASA website. Elsewhere, access is via subscription.

Sonography has a growing international audience in the ultrasound and medical imaging community, demonstrated by the increasing number of article downloads, and mentions across digital channels. Enquiries about advertising in *Sonography* should be directed to Wiley publishing.

NOTES:

- Please note: the ASA takes no responsible for any content or spelling errors that may be present in the supplied artwork files. This is the responsibility of the advertiser.
- A corporation or business advertiser needs to hold a current corporate partnership subscription to access the member discount rate.
- Artwork should not exceed 8 mb and can be emailed to partnerships@sonographers.org

Advertising opportunities



soundeffects news (digital – 210 mm x 276 mm)

soundeffects news is the ASA's digital special edition magazine, released in March and October. It is accessible to members via the ASA website. soundeffects news consistently rates highly as a member benefit.

Rates (ex GST)

ADVERTISING SPACE	SIZE (W X H)	FORMAT	* MEMBER RATE \$	NON-MEMBER RATE \$
full page	210 x 276 mm + 5mm bleed on each side	portrait	900	1170
half page	176 x 118 mm	landscape	600	800
inside front cover	220 x 286 mm + 5mm bleed on each side	portrait	1200	1560
inside back cover	220 x 286 mm + 5mm bleed on each side	portrait	1200	1560

- All artwork should be PDFs at 300dpi resolution at 100% size
- Please allow 5mm internal clearance for text in the event members print out the magazine.



Making Waves in Sonography Research (digital – A4 pdf)

A concise digital publication of clinical case studies to assist members keep abreast of sonography research findings. All the content has been appraised and summarised by the industry experts from the ASA Special Interest Groups.

Rates (ex GST)

ADVERTISING SPACE	SIZE (W X H)	* MEMBER RATE \$	NON-MEMBER RATE \$
Full page (one per issue)	210 x 297 mm (A4)	525	700

- Ad artwork should be supplied as a .PDF file in a portrait format only at a size of 210 x 297 mm, preferable at 300 dpi resolution. Bleed and trim marks not required.

NOTES:

- Please note: the ASA takes no responsible for any content or spelling errors that may be present in the supplied artwork files. This is the responsibility of the advertiser.
- A corporation or business advertiser needs to hold a current corporate partnership subscription to access the member discount rate.
- Artwork should not exceed 8 mb and can be emailed to partnerships@sonographers.org

Advertising opportunities



Wallplanner (print – A1)

The ASA's wallplanner can be found on the walls of many medical imaging departments and services, where it plays a vital role in staff rostering and service management. Conference attendance and annual leave is commonly planned on wallplanners, giving advertisers year-round exposure to all employees.

ASA members receive the wallplanner in October. The ASA wallplanner is extremely popular and members eagerly await its arrival in order to start planning their professional development and leave into the next year.

Rates (ex GST)

ADVERTISING SPACE	SIZE (W X H)	* MEMBER RATE \$	NON-MEMBER RATE \$
single square	83 x 89 mm	495	650
double square – portrait	83 x 185 mm	895	1200
double square – landscape	173 x 89 mm	895	1200

**priority given to corporate partner program subscribers*

- All artwork should be at least 300 dpi resolution at 100% print size
- Ads do not require bleed.
- All spot colours must be converted to CMYK.
- Press-ready PDFs only.

NOTES:

- Please note: the ASA takes no responsibility for any content or spelling errors that may be present in the supplied artwork files. This is the responsibility of the advertiser.
- A corporation or business advertiser needs to hold a current corporate partnership subscription to access the member discount rate.
- Artwork should not exceed 8 mb and can be emailed to partnerships@sonographers.org