



Advertising rates 2024



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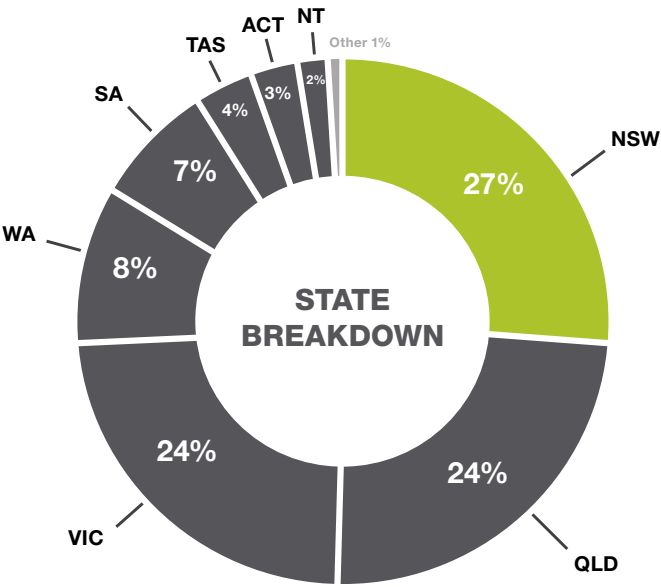
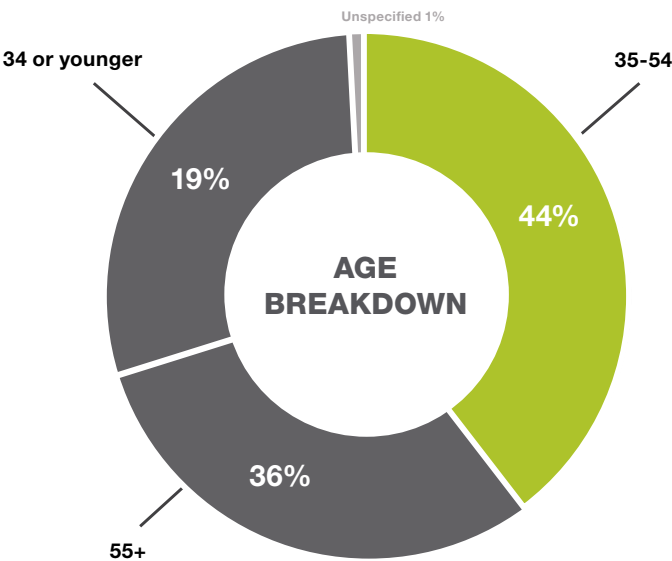
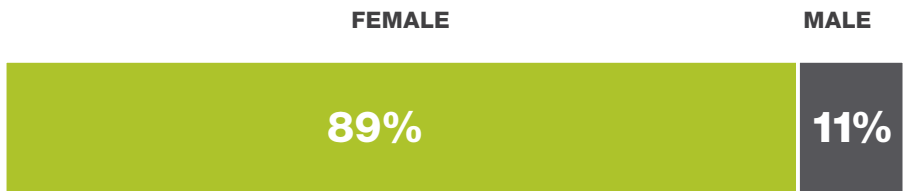
ACN ADVERTISING

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All prices include GST

ACN membership summary

GENDER BREAKDOWN



This data represents our membership numbers as of 27 February 2024



The Hive, ACN’s quarterly print publication, showcases the expertise of our member base. *The Hive* allows members to share research outcomes, educational developments, innovative nursing techniques and their own unique stories.

Advertising specifications and rates



1/2 page advertisement
\$2,000
185mm wide x 128mm high
CMYK, 300ppi, print quality PDF



Full page advertisement
\$3,000
\$3,300 – inside back cover
\$3,450– inside front cover
\$3,600 – outside back cover
210mm wide x 297mm high
(plus 5mm bleed)
CMYK, 300ppi, print quality PDF

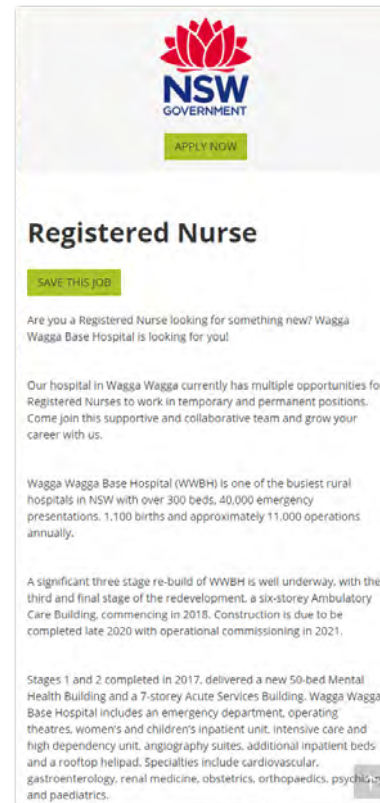
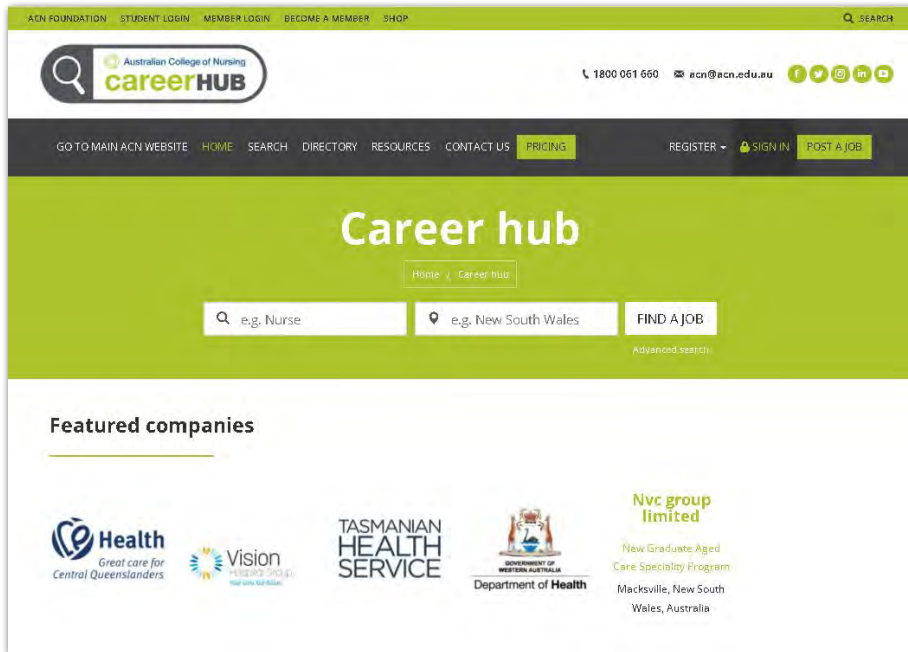
2024/25 distribution dates

EDITION	DISTRIBUTION	ADVERTISING DEADLINE	ARTICLE DEADLINE
Winter	June/July 2024	1 May	29 March
Spring	September/October 2024	1 August	22 July
Summer	December 2024/January 2025	1 November	30 September
Autumn	March/April 2025	1 February	15 December

Book online here

Nursing positions

careers.acn.edu.au



Career Hub is a sub-site on ACN's website which promotes external nursing positions. The sub-site receives an average of **6,164** visitors per month and provides an ideal platform to reach nurses interested in career opportunities.

Benefits

- conveniently upload your own advertisements and pay directly by credit card
- reach an audience of current and up-and-coming nurse leaders
- track how many job seekers have viewed your position
- receive applications directly via Career Hub.

Advertising specifications and rates

Premium \$475

Enhanced: \$325

Standard: \$275

ACN offers automatic discounts when you buy multiple job postings. Further details about discounts and package features can be found [here](#).

Book online here

Event sponsorships and exhibitions

Event engagement

ACN conducts a range of major events and conferences focused on nursing practice, professional aspects and clinical education.

Event engagement can take a number of forms – from taking an exhibition booth at our National Nursing Forum or Nursing and Health Expo through to sponsorship of a category or the entire event. These opportunities allows you to connect first hand with the whole spectrum of the nursing profession from graduates through to Directors of Nursing.

Event sponsorship can help gain significant grass roots community, customer and employee engagement and we can help you find the strategic fit between your company values and objectives and our different events and forms of engagement. We will tailor ways in which you can integrate the event through all facets of your organisation.



Nursing & Health Expo

The annual Nursing & Health Expo showcases the nursing and health professions to individuals considering a career in nursing and health as well as provides a platform for current health professionals to find out about career opportunities and further education.



National Nursing Forum

Bringing together nurses from across the country, the National Nursing Forum is our annual signature event that informs and inspires delegates through an exceptional line up of prominent speakers, networking opportunities and entertainment.

Terms and conditions

ACN's principles of working with industry guidelines

The Australian College of Nursing (ACN) has developed clear principles that must be followed in entering into any relationship with industry, including pharmaceutical companies, manufacturers and suppliers of medical devices, health-related products, information technology and other industry suppliers.

Position statement

ACN has a responsibility to ensure that its interactions with industry are in keeping with ACN's professional standards and responsibilities to its members, the nursing profession and society as a whole. As such, relationships with industry are appropriate only if they do not conflict with ACN's core values and do not compromise ACN's integrity and objectivity.

The following principles which must apply in all instances are:

- conformity with ACN's intent, core values and strategic directions
- professionalism and ethics, as outlined in the *Code of Conduct for Nurses in Australia*, the *Medicines Australia Code of Conduct* (Version 18) and the *Medical Technology Association Code of Practice*
- no relationship should undermine ACN's independence
- consistency with ACN policies and practice principles and guidelines
- transparency of process, except for commercial in confidence activities
- regulatory compliance and accountability.

The terms and conditions upon which Australian College of Nursing (ACN) ABN 48 154 924 642 ("Australian College of Nursing") will publish an advertiser's advertisement ("advertisement") are set out below ("terms").

These terms represent the entire agreement between the advertiser and ACN for the advertisement and may only be varied in writing by ACN.

For the purposes of the terms, advertiser means any person or entity (including their employee, agent or subcontractor) who requests ACN publish an advertisement.

General

1. Advertisements must:
 - a. clearly identify the product or service and the advertiser;
 - b. conform to professional standards of good taste and must not be demeaning or discriminatory in any way;

- c. be clearly distinguishable from editorial content;
 - d. not breach any law.
2. ACN will generally accept advertisements which, in ACN's opinion:
 - a. are directly relevant to, effective and useful in, the practice of nursing, nursing education, health care and nursing service delivery, and for nurses as professional practitioners;
 - b. are for products and services that are of interest to nurses and their families as consumers.
 3. ACN will generally NOT accept advertisements which, in ACN's opinion:
 - a. are for alcohol, tobacco, or other products harmful to health;
 - b. are for lifestyle activities which promote potentially risk taking behaviours;
 - c. do not reflect a favourable or professional image, either directly, indirectly or by implication, on the nursing profession or its interests;
 - d. are for products or services which are the subject of litigation with respect to claims relating to the product or service. If litigation is active the advertisers must declare it to ACN.
 - e. promote membership of a professional organisation
 - f. promote higher education (diplomas or higher).
 4. ACN may accept advertisements for apparatus, equipment, pharmaceuticals and other devices intended for therapeutic purposes.
 - a. ACN may request an advertiser provide any scientific and technical data, or an acceptance of the apparatus, equipment, pharmaceuticals and other devices by the Therapeutic Goods Association (TGA).
 - b. ACN may refuse to advertise any products for which scientific and technical data as to the product's safety, operation and usefulness is not provided on request or is incomplete.
 5. An advertiser must not, unless approved by ACN in writing, refer to ACN in any advertisement placed in any other publication to aid its credibility.
 6. An advertiser must provide an advertisement in the format required by ACN.
 7. ACN reserves the right to refuse or withdraw from publication any advertisement (including inserts) at any time without giving reasons (even if the advertisement has been previously published).

8. ACN may request from an advertiser without notice any additional information ACN reasonably requires to determine whether to publish the advertisement.
9. ACN may place the word "advertisement" or "advertorial" on any advertisement that in ACN's opinion:
 - a. resembles ACN's editorial style or branding; or
 - b. could be mistaken by readers as editorial matter or ACN content.
10. ACN may place on any advertisement a disclaimer, in the form ACN determines, that ACN does not:
 - a. endorse the product or services advertised; or
 - b. guarantee any of the claims made for any product or service by a manufacturer or service provider.
11. An advertiser must ensure the information in any proposed advertisement is accurate and not misleading to its readers.
12. An advertiser must immediately notify ACN of any error as soon as it appears; otherwise ACN accepts no responsibility for publishing such advertisements.
13. ACN may re-publish the previous advertisement of an advertiser if the advertiser does not provide ACN with new advertisements before the material deadline (that is; the deadline for an advertiser to provide an advertisement), as set by ACN.

Payment

1. Invoices will be raised upon confirmation of booking.
2. Payment is required within 30 days of issue of invoice.
3. ACN does not pay agency commission under any circumstances.
4. Advertising prices are subject to periodic adjustments.

Cancellation

1. No refund will be claimable for cancellation of advertisements.

Liability

1. ACN is not liable for any delay or failure to publish the advertisement caused by a factor outside ACN's reasonable control (including but not limited to any act of God, war, breakdown of plant, industrial dispute, electricity failure, governmental or legal restraint).
2. ACN will use reasonable endeavours to publish advertisements at the time agreed with the advertiser.
 - a. If the publication of an advertisement is delayed or cancelled for any unforeseen reason ACN will publish

the advertisement at the earliest available time or provide an equivalent advertising opportunity.

3. ACN will use reasonable endeavours to publish advertisements in the format agreed with the advertiser.
4. ACN is not liable for any loss or damage whatsoever to any advertisement material (including negatives, artwork, disk or other materials that are the property of the advertiser) left in ACN's control.
5. ACN is, under no circumstances, liable to an advertiser for any indirect or consequential losses, loss of profits, loss of revenue or loss of business opportunity incurred in consequence of the publication or non-publication of the advertisement.
6. The advertiser warrants to ACN that the publication of their advertisement does not breach or infringe:
 - a. the Trade Practices Act (Cth), Fair Trading Acts (state) or equivalent legislation;
 - b. any copyright, trade mark, obligation of confidentiality or other personal or proprietary right;
 - c. any law of defamation, obscenity or contempt of any court, tribunal or royal commission;
 - d. either State or Federal privacy legislation or anti-discrimination legislation within Australia;
 - e. financial services law as defined in the Corporations Act 2001 (Cth); or
 - f. other law or applicable code.
7. The advertiser acknowledges that he/she has not relied on any advice given or representations made by or on behalf of ACN in connection with the advertisement.
8. The advertiser indemnifies and agrees to keep indemnified ACN, its officers, employees, contractors and agents against any costs, expenses, losses, damages, liability, claims or proceedings whatsoever which may arise from:
 - a. the publication of the advertiser's material pursuant to their order;
 - b. any breach of these terms by the advertiser;
 - c. any negligent or unlawful act or omission of the advertiser in connection with their advertisement
 - d. any conflicts of interests between advertisers and ACN employees



Advertising rates 2024

For further information please contact:
ACN Partnerships
t 1800 061 660
partnerships@acn.edu.au