



Association of School  
Business Administrators



media

2022

**ASSOCIATE**

& online business directory





# ASSOCIATE

ASSOCIATE is the only education journal published specifically for Australasian School Business Administrators. ASSOCIATE is published by the Association of School Business Administrators Ltd (ASBA, the peak industry body representing the eight regionally based Chapter associations of Business Managers from non-government schools throughout Australia and New Zealand and ASBA (FM) the new Branch for Independent School Facilities Managers.)

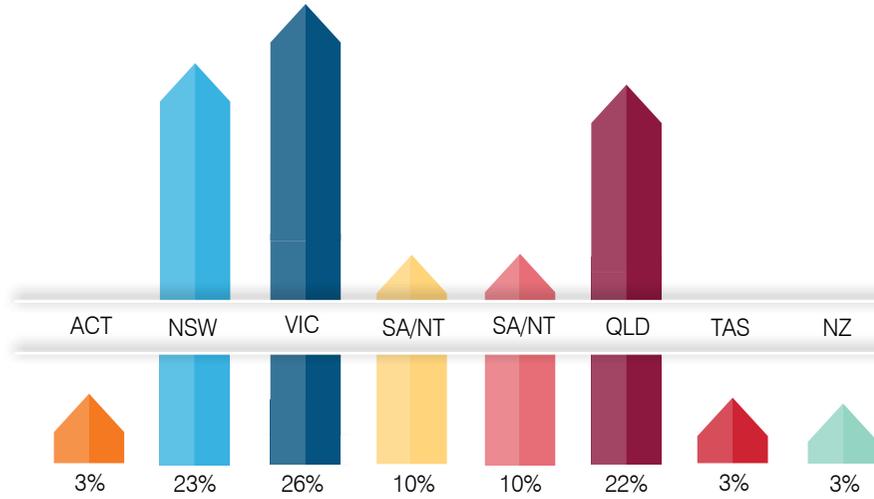
ASBA's Chapter associations and new ASBA (FM), Facilities Manager Branch have a combined membership in excess of 1,700 key purchasers and decision makers who are responsible, amongst other key tasks, for the sound financial management of their schools which command large annual revenues.

The Non-Government Schools' sector in Australia (including Independent and Catholic schools) has 1,150 schools, most of whose Business Managers are members of the Chapter-based Associations that form ASBA Limited. The new ASBA (FM) Branch already has over 250 members from all over Australia and is growing rapidly. Annually, these schools spend approx \$6.5 billion on salaries and wages and in 2017 they received capital expenditure grants of approximately \$55 million.

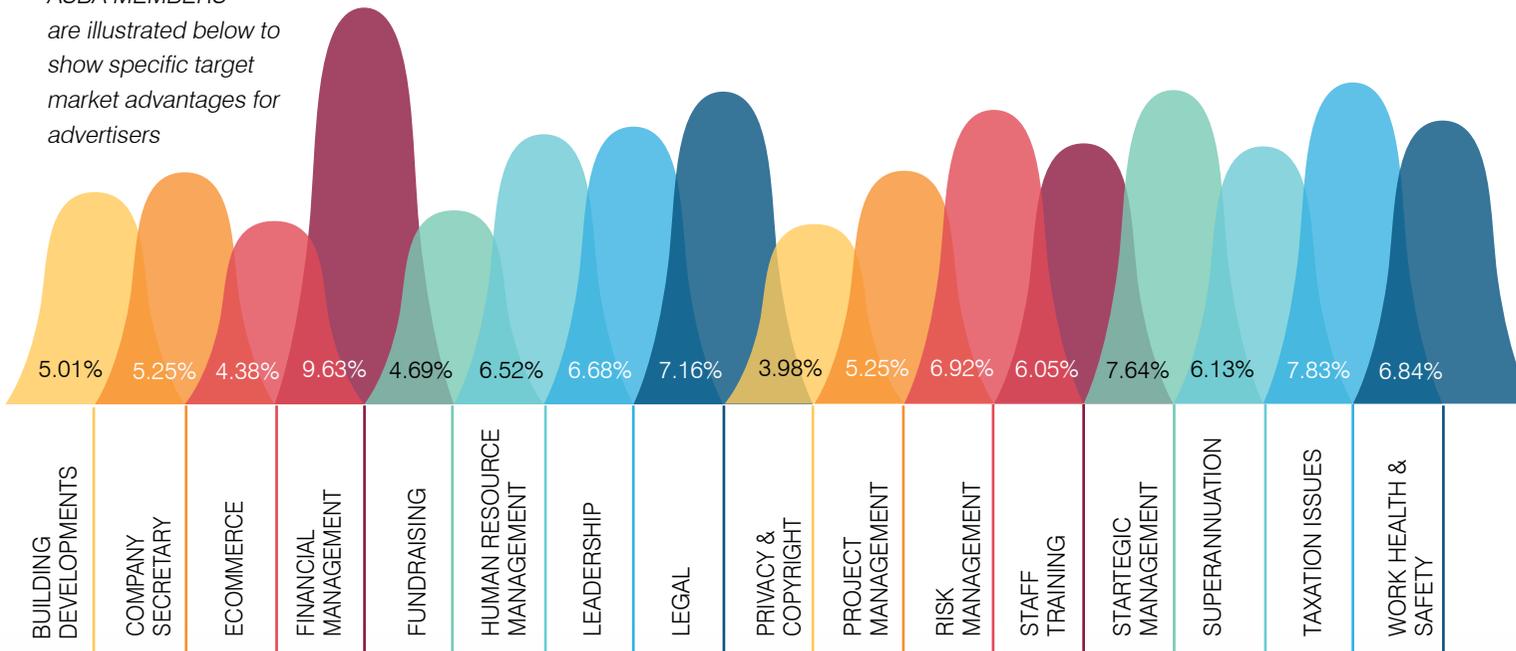




ASBA MEMBERS ARE DISTRIBUTED THROUGHOUT AUSTRALASIA AS SHOWN VIA CHAPTER REACH AT RIGHT:



The varied SECTORS covered by our ASBA MEMBERS are illustrated below to show specific target market advantages for advertisers



DISTRIBUTION





THE LEADING RESOURCE FOR THE INDEPENDENT EDUCATION SECTOR, ASSOCIATE COVERS ARTICLES OF SPECIFIC INTEREST TO SCHOOL BUSINESS ADMINISTRATORS AND FACILITIES MANAGERS ON TOPICS RELATING TO FINANCE, ACCOUNTING, HUMAN RESOURCES, MAINTENANCE AND BUILDING OPERATIONS AND CONSTRUCTION, LEGAL, FACILITIES MANAGEMENT AND GOVERNANCE AND MUCH MORE!

Each issue of ASSOCIATE reports on innovative and best practice topics and provides a showcase for Schools and key providers on products and services at the cutting edge of educational administration.

ASSOCIATE REACHES THE BUYERS YOU WANT TO TARGET WHO PRIMARILY ARE RESPONSIBLE, AMONGST OTHER THINGS FOR THE PURCHASE OF PRODUCTS AND SERVICES FOR THEIR SCHOOLS.



..a combined membership in excess of 1,700 key purchasers and decision makers...

WHY ASSOCIATE?



RATES	MAY 2022	NOVEMBER 2022	BOTH EDITIONS
<b>PAGES</b>			
Full page	\$2,999	\$2,999	\$4,999
Half Page	\$1,999	\$1,999	\$3,399
<b>COVERS</b>			
Inside back	\$3,350	\$3,350	\$5,999
Advertorial	\$3,750	\$3,750	\$6,450

- All rates exclude GST of 10%

#### Editorial:

Associate is committed to providing regular articles featuring independent educational institutions across Australia and New Zealand. Each edition includes articles of interest and of a technical nature for ASBA Members.

Advertising is limited to no more than 5% of the general size of Associate and may be limited or expanded dependent upon the editorial content of each edition.

DEADLINES	MAY 2022	NOVEMBER 2022
Booking deadline (10% deposit required)	18 March	16 September
Artwork deadline	31 March	30 September
Associate distribution	23 May	14 November

- All cancellations must be received in writing to ASBA prior to the advertising deadline.
- Fees are non-refundable after the Artwork deadline date.

#### Indemnity:

ASBA accepts no responsibility for type setting or artwork done on behalf of an advertiser. ASBA reserves the right to cancel any advertising considered inappropriate.



# RATES & DEADLINES





## Advertising enquiries and bookings

Contact: ASBA Chief Executive Officer  
 Pip Thomas  
 Association of School Business Administrators PO Box 1428  
 Toowoomba East Queensland 4350  
 Tel: 07 3170 3243  
 Email: [ceo@asba.asn.au](mailto:ceo@asba.asn.au).

### DIMENSIONS

#### Full page with bleed

Trim size 297mm high x 210mm wide  
 Please include an additional 4mm bleed on each edge and crop marks.

#### Full page no bleed

Type area for advertisements that do not bleed is 267mm high x 180mm wide. Crop marks are not required unless advertisement has any undefined ambiguous edges.

Half page advertisements cannot bleed and should be supplied contained within a type area of 130mm high x 180mm wide.

Crop marks are not required unless advertisement has any undefined ambiguous edges.

### PRESENTATION OF MATERIAL

All advertisements must be supplied in the following format:

- High resolution Acrobat PDF
- Fonts should be converted to paths (outlined) prior to making the PDF
- All colours and colour images must be in CMYK (PDFs containing PMS colours will be rejected)
- Resolution of images should be at least 300dpi
- Material can sent by email if smaller than 6MB
- Files bigger than 6MB but smaller than 50MB should be shared via a link in Dropbox or similar



# TECHNICAL INFORMATION



I am interested in advertising in the 2022 Associate editions

Company Name .....

Address .....

Telephone .....

Email .....

Please select the size of advertisement you are interested in:

- Full Colour, Half Page     May (\$1,999)     November (\$1,999)     Both editions (\$3,399)
- Full Colour, Full Page     May (\$2,999)     November (\$2,999)     Both editions (\$4,999)
- Advertorial, Full Page     May (\$3,750)     November (\$3,750)     Both editions (\$6,450)

BACK COVER:

- inside back cover, full colour     May (\$3,350)     November (\$3,350)     Both (\$5,999)

Please provide a brief description or attach a copy of your advertisement: .....

.....

.....

**COMPLETED FORMS SHOULD BE RETURNED TO:**

PIP THOMAS | ASBA LTD PO BOX 1428

TOOWOOMBA QLD 4350

EMAIL: CEO@ASBA.ASN.AU.



# EXPRESSION OF INTEREST



Advertising enquiries and bookings  
| Supplier Business Directory Advertising 2022



Our Supplier Directory on the ASBA website at [www.asba.asn.au](http://www.asba.asn.au) provides the contact details of suppliers and professional advisers to independent schools across Australia and New Zealand and is frequently visited by hundreds of school business administrators. It is also open to the general public.

Listings in the Directory are for a calendar year period and pricing is dependent on sizing and information within the advertisement.

IT IS EMPHASISED THAT INCLUSION OF COMPANIES IN THIS SUPPLIER BUSINESS DIRECTORY DOES NOT IMPLY ENDORSEMENT BY ASBA LIMITED, ITS CHAPTERS OR MEMBERS AND ASBA LIMITED ASSUMES NO RESPONSIBILITY OR LEGAL DUTY BY BEING ASSOCIATED WITH THEM.

I am interested in advertising on the ASBA website:

Company Name .....

Address .....

Telephone .....

Email .....

SELECT SIZE OPTIONS ON FOLLOWING PAGE

# SUPPLIER BUSINESS DIRECTORY

07

online



PLEASE SELECT THE SIZE OF ADVERTISEMENT YOU ARE INTERESTED IN:

**LOGO WITH BUSINESS DESCRIPTION (30-WORD MAX), CONTACT NUMBER, EMAIL ADDRESS AND LOGO CLICK-THROUGH, FULL PAGE WIDTH.**



Association of School Business Administrators

ASBA Limited is the peak industry body representing eight regionally-based Chapter associations of business administrators from Independent Schools throughout Australia and New Zealand.

*Pip Thomas (Chief Executive Officer)*

*M: 0411 446 121 E: Events.Sponsorship@asba.asn.au.*

\$1,100 per Calendar Year (inc. GST)



Logo with business description (30 word max), contact number, email address and logo click-through, full page width.

**LOGO WITH BUSINESS DESCRIPTION (30-word max)**



Association of School Business Administrators

ASBA Limited is the peak industry body representing eight regionally-based Chapter associations of ASBA Limited is the peak industry body representing eight regionally-based Chapter associations of business administrators from Independent Schools throughout Australia and New Zealand.

\$550 per Calendar Year (inc. GST)



Logo with business description (30 word max) half page width.

**LOGO ONLY**



Association of School Business Administrators

\$275 per Calendar Year (inc. GST)



Logo only, one-third page width

**PLEASE SELECT CATEGORY:**

- Building, Development & Plant  Bus Suppliers
- Catering & Cleaning  Energy & Telecommunications
- Financial Services  Grounds & Landscaping
- Health & Safety  Information Technology
- Insurance & Risk Services  Outside School Hours Care
- Painting & School Maintenance  Payment Solutions
- School Administration Software  School Uniforms

