

JointNews

Over 744,000 Queenslanders are affected by the debilitating condition of **arthritis and other musculo-skeletal conditions**. Contrary to popular belief, these conditions are not synonymous with old age; they affect both young and old.

There are approximately 150 different types of arthritis and one in three Queenslanders will have some form of the disease by the time they retire. It is currently the single most commonly occurring chronic illness and it is recognised as one of the most frequent causes of absenteeism in the workplace.

Joint News is Queensland's leading quarterly publication providing news and up to date, information for the one in five Queenslanders who have arthritis, osteoporosis or other musculo-skeletal diseases and health care providers. *Joint News* is a 12 page; full colour publication.

Joint News is distributed to individual, organisational and health professional members, donors and prospects. Its readership comprises the people affected, their families, friends, carers, GP's, specialists, and other allied health professionals.

ENewsletter is distributed quarterly to the membership.

The editorial platform is to provide our readers with timely, up-to-date information that will be appealing, informative, interesting and helpful. Over the years *Joint News* has developed a unique style that sets it apart.

Each issue focuses on a special feature with independent experts providing their expert knowledge on a wide variety of issues. A full cross section of opinions and treatments is featured and many alternatives to doctors and prescribed medications are presented. This provides advertising opportunities for a wide range of services and products.

Recent special features have included:

- The emotional impact of arthritis
- Diet and arthritis
- Current research
- Back care
- Surgery
- Pain and the various ways of treating it
- Diagnosis – is it arthritis?
- Self-management

The editorial contributions from specialists and the specific topics provide a range of related advertising opportunities. *Joint News* gives you an advertising vehicle with a long shelf life and high rate of rereading.

JointNews 2010 Advertising rates

	Full Colour	Advertisement Size	Casual \$	2x \$	3x \$	4x \$
A	Full page	295mmH x 210mmW	1100	990	960	930
B	Half page	148mmH x 210mmW	550	495	412	385
C	Half page	295mmH x 105mmW	550	495	412	385
D	Third page	98mmH x 210mmW	385	330	302	275
E	Quarter page	105mmH x 148mmW	330	302	275	248

E newsletter

	One size	61mmH x 124mmW approx size (tbc)	600	500	450	425
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Publication Schedule		Deadlines for Bookings
1 st Edition	(Autumn)	18 January 2010
2 nd Edition	(Winter)	4 April 2010
3 rd Edition	(Spring)	28 July 2010
4 th Edition	(Summer)	10 October 2010

NB. All rates are plus GST and must be submitted in a PDF ready to print format.

**Please contact Lee Ryan, Fundraising and Marketing Manager
Arthritis Queensland
PO Box 2121, Windsor Qld 4122**

**Phone: (07) 3857 4200 Fax: (07) 3857 4099
Email: lee@arthritis.org.au
Internet: www.arthritis.org.au**

JointNews

CODE OF PRACTICE FOR ADVERTISERS

1. All advertisements placed must be presented to our Scientific and Ethics committee for approval prior to accepting copy.
2. Copy must emphasise the importance of fair, accurate and objective information.
3. Upon reasonable request the supplier shall provide accurate and relevant information to the Foundation about advertised products.
4. Information given in advertisements must be current, accurate, balanced and must not mislead either directly or by implication.
5. Statements made must be capable of substantiation being provided, without delay.
6. Claims for the usefulness of a product must be based on an up to date evaluation of all the evidence and this must be reflected accurately and clearly.
7. Exaggerated claims must not be made and all embracing claims and superlatives avoided. Claims must not imply that a product, or an active ingredient, has some special merit unless this can be substantiated.
8. Comparison of products must be factual and fair.
9. The publisher reserves the right to refuse any advertisements.

LANGUAGE

Joint News wishes to set the standard in using terms acceptable for people with arthritis

1. In referring to people with arthritis simply use 'people with arthritis'. Avoid terms like 'sufferer', 'victim', 'arthritic', 'crippled with the disease'. Only use 'patient' when referring to a doctor-patient relationship.
2. 'Disability' is preferred to 'handicap'. A disability is a medical condition: a handicap is a cumulative result of the obstacles, which a disability poses.
3. Avoid emotional terms like 'unfortunate', 'pitiful', 'uses a wheelchair', etc. Emphasising ability is preferred to 'confined to a wheelchair'.

MATERIAL REQUIRED

Artwork must be submitted ready to print in a PDF file. Full-page advertisements must include bleeds. If the artwork is not submitted in the correct format, we will invoice for the cost incurred of converting to suitable standard.

SPACE ORDERS

All advertising rates are on a frequency of insertion basis, and must be used within 12 months. All accounts are due and payable within 14 days from date of invoice. A 40% surcharge of the space rate will be charged if material not received by copy deadline or if cancelled after copy deadline. In all cases the publisher reserves the right to repeat previous material if new material is not received by copy deadline.

INSERTS

Inserts will incur a \$500 fee plus actual insertion costs charged to Arthritis Queensland.

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