

Gatherings

The IPEd newsletter



The Institute of Professional Editors Ltd (IPEd) is the professional association for Australian and New Zealand editors. It exists to advance the profession of editing and to support and promote editors in both countries.

Gatherings is the monthly newsletter for IPEd members, launched in early 2020 to replace separate newsletters produced by each of the branches.

Gatherings is distributed via an EDM to all financial members of IPEd (almost 1,400 at April 2021 and growing steadily) and is then publicly available via the IPEd website to all viewers.

IPEd is now launching an advertising program using the EDM and the website versions of *Gatherings* to enable you to directly reach your target audience.

IPEd members range from students to associates to professional members, including accredited editors.

To promote your brand, products or events direct to the cream of Australian and New Zealand editors, advertise in *Gatherings*.

Your options are an advert within the 'IPEd news' or 'General interest' sections of the EDM and online newsletter or within a specific branch's news, if you want to reach editors within a defined geographical area.


IPEd also accepts classified adverts of up to 50 words that appear before the Events section of *Gatherings*.

Advertising space is limited, so book now.

Advert specifications

For banner advertisements, please provide two versions of your advert – one for the EDM and one for the newsletter on the website. Please note the specifications are slightly different.

Advertise here to reach your target audience
 Email communication@iped-editors.org now to receive the *Gatherings* media kit.



EDM – banner specifications:	
Dimensions	Width 830px X height 150px
Resolution	72 DPI
File format	PNG
File size	250KB maximum

Website – banner specifications:	
Dimensions	Width 700px X height 90px
Resolution	72 DPI
File format	PNG
File size	250KB maximum

If you include a website URL within your advert, it must lead to a web page (not an email address or a PDF). You can include only one URL within a banner advert.



Publishing schedule

Gatherings is distributed to IPEd members on the first Monday of each month (except January).

Booking deadline	Copy deadline	Publication date
Mon 10 May 2021	Mon 17 May 2021	Mon 7 June 2021
Mon 14 June 2021	Mon 21 June 2021	Mon 5 July 2021
Mon 12 July 2021	Mon 19 July 2021	Mon 2 August 2021
Mon 16 August 2021	Mon 23 August 2021	Mon 6 September 2021
Mon 13 September 2021	Mon 20 September 2021	Mon 4 October 2021
Mon 11 October 2021	Mon 18 October 2021	Mon 1 November 2021
Mon 15 November 2021	Mon 22 November 2021	Mon 6 December 2021
Mon 10 January 2022	Mon 17 January 2022	Mon 7 February 2022
Mon 7 February 2022	Mon 14 February 2022	Mon 1 March 2022

Advertising rates

Banner advert – placement within IPEd news or General interest sections

Full price
AUD100 + GST

20% discount
for members and affiliates
AUD80 + GST

Banner advert – placement within branch news

Full price
AUD80 + GST

20% discount
for members and affiliates
AUD64 + GST

Classified adverts (up to 50 words) – placement above event entries

Full price
AUD50 + GST

20% discount
for members and affiliates
AUD40 + GST



**Terms & conditions for advertisements
in Gatherings:**

1. Payment terms are strictly 14 days. IPEd will issue invoices monthly after each issue is published.
2. IPEd reserves the right to alter its advertising rates at any time (but will not do so after a booking is accepted).
3. All advertisements are subject to approval by IPEd which reserves the right to reject any advertiser or advertisement deemed inappropriate.
4. IPEd accepts no responsibility for any loss resulting from the failure of an advertisement to appear, in full or part, nor for any error in an advertisement.
5. IPEd is not liable for any loss, damages or liabilities arising from a failure of the internet or any telecommunications structure.
6. Artwork must be supplied to IPEd's specifications. IPEd reserves the right to alter incorrectly supplied artwork without notification to the advertiser and will pass on any associated costs to the advertiser.
7. IPEd takes no responsibility for errors in supplied artwork files.
8. Cancellations must be received in writing at least a week before the booking deadline. Cancellations after the booking deadline will be charged at the booked rate.
9. The advertiser and its agents warrant the material supplied complies with all relevant laws and regulations and indemnifies IPEd against any and all claims for damages, costs, compensation, copyright or any liability whatsoever including defamation, slander, breach of copyright, and infringement of trademarks, business names and patents arising from publication.
10. IPEd collects advertisers' information to provide its advertising services and for invoicing purposes. IPEd may disclose this information to third parties as part of the provision of advertising. If a customer has an overdue account, IPEd may disclose personal information to debt collection agencies to recover the amount due.



Download the booking form to advertise in *Gatherings*.

Please return it to IPEd Communications Consultant Kate Tilley:

✉ communication@iped-editors.org

☎ (07) 3831 7500

You'll be advised by email when your booking is accepted.

