

JASC

Journal of Australian Strength and Conditioning



THE OFFICIAL PUBLICATION OF
THE AUSTRALIAN STRENGTH AND CONDITIONING ASSOCIATION

The ASCA is the Peak Body for Strength and Conditioning professionals in Australia. The Australian Strength and Conditioning Association is the professional development body for Strength and Conditioning Coaches in Australia, representing over 6000 Accredited Strength and Conditioning Coaches involved in coaching athletes/teams at all levels of participation from the club through to Olympic and Professional Sport levels. The ASCA is recognised internationally as an industry leader via international affiliates across the globe.

The ASCA has coaching programs registered with the National Coaching Accreditation Scheme, which is administered by the Australian Sport Commission, and identifies individuals who possess knowledge and skills to design, implement and review safe and effective strength and conditioning training programs for individual and team sport athletes.

The aim of the ASCA is to Bridge the Gap between sports science and practical application.

The Journal of Australian Strength and conditioning (JASC) is a referred research publication that covers all aspects of Strength and Conditioning. The aim of the Journal is to provide members and readers with the most up to date information. Each issue of JASC includes *Peer-Reviewed* articles, *From The Field* articles and *Level 2 Submission* articles, on a wide variety of strength and conditioning topics.

The JASC is a full colour, interactive e-journal and is distributed to all members of the ASCA, which is comprised predominantly of professional coaches along with other groups that includes; sports scientists, nutritionists, educators, fitness instructors and strength and conditioning enthusiasts.

Readers look to the JASC for up-to-date information on advancements, research, trends and techniques, especially those with the advantage of video attachment. Many also use this medium to research current cutting edge equipment and tools through advertisements.

Circulation 2800+
Frequency Quarterly +
2 supplement publications.

Distribution

QLD	27%
NSW	31%
VIC	14.5%
WA	5%
SA	3%
ACT	5.4%
TAS	2%
NT	0.4%
NZ	0.6%
International	11.2%

2009



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The Australian Strength and Conditioning Association would like to introduce you to a unique opportunity to promote your services or products through the *Journal of Australian Strength and Conditioning (JASC)* (formerly the *Strength and Conditioning Coach Magazine*) that is published quarterly by the ASCA.

The Australian Strength and Conditioning Association is an incorporated non-profit organisation and is the peak body for Strength and Conditioning professionals in Australia. The ASCA aims to provide high-level professional support, development and research opportunities while continuing to enhance the educational opportunity for S and C Coaches.

The ASCA is recognised internationally as an industry leader via international affiliates in ASCA/NZ and currently services a database of over 4000 coaches and 1000 members.

The ASCA is currently looking to establish a long-standing strategic partnership with organizations and companies who are equally passionate about servicing the Strength and Conditioning Industry here in Australia as well as establishing links with Strength and Conditioning Coaches worldwide.

By strategically aligning your name, image and product with the ASCA you are instantly linking yourself to an association that is not only highly credible but also nationally and internationally recognized. A strategic partnership with the ASCA will enhance your product, positioning it in the minds of our accredited coaches and our members.

If you are interested in establishing a strategic partnership with the ASCA and our coach educational programs the ASCA has assembled and customized a package that is both innovative and attractive, providing you with some exciting brand leverage opportunities while meeting both our objectives.

To let the ASCA resonate your awareness of your product and/or service nationally and internationally in 2008 feel free to contact me on the details provided below.

Yours sincerely

Susan Currell

National Executive Director.

2009 DATES AND RATES

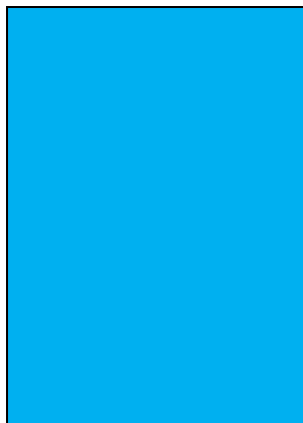
Issue	Artwork Due	Delivery Date
17 (1)	Friday the 6 th of February	Second last week of March 2009
17 (2)	Friday the 6 th of June	Second last week of June 2009
17 (3)	Friday the 4 th of September	Second last week of September 2009
17 (4)	Friday the 27 th of November	Second last week of December 2009

ADVERTISING RATES

	1 issue	2 issues	3 issues	4 issues
Full Page Ad	\$200.00	\$300.00	\$400.00	\$500.00
Half Page Ad	\$150.00	\$200.00	\$250.00	\$300.00
Quarter Page Ad	\$100.00	\$150.00	\$200.00	\$250.00
Strip Ad	\$50.00	\$75.00	\$100.00	\$125.00

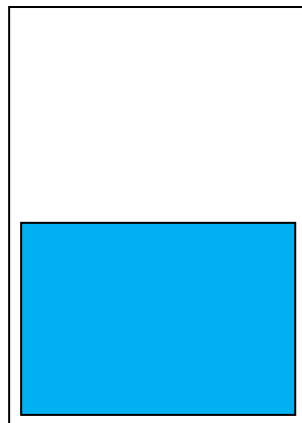
All prices are inclusive of GST.

Full Page Ad



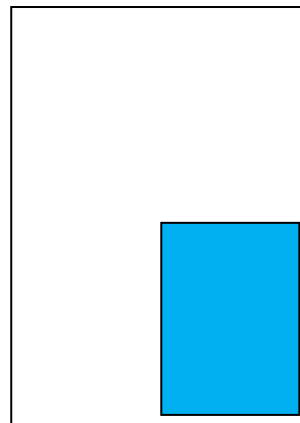
Height = 297mm
Width = 210mm

Half Page Ad



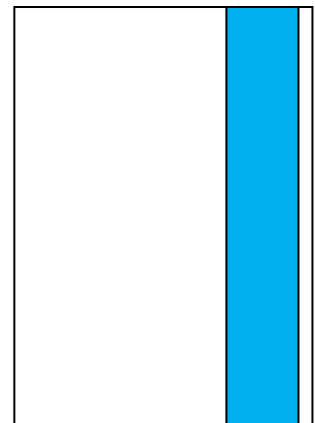
Height = 138mm
Width = 185mm

Quarter Page Ad



Height = 138mm
Width = 90mm

Strip Ad



Height = 297mm
Width = 60mm

Advertising Specifications

- The ASCA prefers files to be supplied as a PDF
- As the JASC is an electronic journal and does not get printed only web suitable images are required
- Material can be supplied via email or CD
- Please supply files at the final production specifications and size. Resizing files can cause distortion and alter the original provided.

*Please note that prices are for space only.

If you require assistance with artwork referral please contact the National Office.

Submission of the Advertising Booking Form confirms your full acceptance of the terms and conditions.



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ADVERTISING BOOKING FORM

2009 Editions 'Journal Of Australian Strength and Conditioning – JASC'

Number of Issues	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
Issue(s)	17(1) <input type="checkbox"/>	17(2) <input type="checkbox"/>	17(3) <input type="checkbox"/>	17(4) <input type="checkbox"/>
Size	Full Page <input type="checkbox"/>	Half Page <input type="checkbox"/>	Quarter Page <input type="checkbox"/>	Strip <input type="checkbox"/>

Company Name- _____

Postal Address- _____

_____ P/C- _____

Contact Name- _____ Position- _____

Phone- _____ Fax- _____

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Acceptance Conditions

Payment must be made at time of booking. The publisher and Editor reserve the right to accept or reject advertising material. Advertisers are advised to satisfy requirements of the Trades Practices Act and the regulations of the various bodies governing advertising in each state. Cancellations will only be accepted prior to the artwork deadline date. If no material is to hand, space will be charged in full. The publisher is not liable for any consequences arising out of failure of any advertisement to appear. In the event of a rate change, protection will be given to existing bookings.

I have read and agree to abide by these conditions.

Signed- _____ Name- _____ Date- _____

PAYMENT

Cheque Money Order Visa Mastercard

Credit Card Number- _____ / _____ / _____

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Name On Card- _____

Signature- _____