



RATE CARD 2016: Australia's first Aboriginal Health Newspaper



NACCHO has announced the launch 8th edition of Australia's first national health Aboriginal newspaper.

Working with Aboriginal community controlled and award-winning national newspaper the *Koori Mail*, NACCHO aims to bring relevant information on health services, policy and programs to key industry staff, decision makers and stakeholders at the grassroots level

While NACCHO's website and annual report have been valued sources of information for national and local Aboriginal health care issues for many years, the launch of *NACCHO Health News* creates a fresh, vitalised platform that will inevitably reach your targeted audiences beyond the boardrooms.

NACCHO will leverage the brand, coverage and award-winning production skills of the *Koori Mail* to produce a 20-28 page three times a year, to be distributed as a 'lift-out' in the 14,000 *Koori Mail* circulation, as well as an extra 1,500 copies to be sent directly to NACCHO member organisations across Australia.

Our audited readership (Audit Bureau of Circulations) is 100,000 readers!

NEW 2016: Our Newspaper will also be available on the KOORI MAIL APP



Aboriginal health is in good hands

ALICIA Hari, a Health Promotion Officer, and LUCRETIA Willett, a Healthy Lifestyle Officer, are pictured at the Gurriny Yealamuca Health Service in Yarrabubba, far north Queensland. They are just two of the approximately 300 board, staff and community members in 20 urban, regional and remote NACCHO member organisations being interviewed for our *Aboriginal health in Aboriginal hands* for healthy futures video series and 2016 photographic exhibition roadshow. More details on pages 6 and 7.

Health Plan welcomed by NACCHO Members

THE launch of the National Aboriginal and Torres Strait Island Health Implementation Plan by Federal Health Minister Fiona Nash in October is another important opportunity for our Services to grow and deliver more primary health care to more Aboriginal and Torres Strait Islander people. We congratulate Minister Fiona Nash and to the National Indigenous Health Leadership Forum for... following to NACCHO. It is potentially a game-changer and comes at a critical time for Australia's Indigenous people, following the threats to remote... but it does have the architecture of one, and recognises most of the key elements. Full credit to Minister Nash and to the National Indigenous Health Leadership Forum for... key question of identifying a set of services required to close the Gap remains to be tackled, although fortunately there is some excellent work on this topic in the NT that can...

Great reasons why you should advertise with us!

1. Support Australia' first Aboriginal Health Newspaper
2. Support the Aboriginal Community Controlled organisations behind this exciting Advertising opportunity NACCHO and Koori Mail
3. Reach a huge targeted audience: National Distribution of 14,000 copies
4. Audited circulation 100,000 readers
5. Plus targeted distribution to NACCHO member services
6. Discounted member advertising rates
 - a. Normal advertising cost \$19.80 per column cm
 - b. NACCHO member rates \$11 per column cm
 - c. NACCHO stakeholder rates \$15.40 per column cm
7. Employment ads will reach employees in the ACCHO's
8. Promoted by the Koori Mail and NACCHO media and social media
9. Advertise your organisation's progress and health messages
10. Show your support for NACCHO!

***SPECIAL AD RATES next edition FOR
 NACCHO Members and stakeholders
 Check with NACCHO for closing dates for
 article ideas and Advertising bookings***



NACCHO HEALTH NEWS

Australia's first national Aboriginal Community Controlled Health newspaper

Will you be in the next edition of the NACCHO Health News?
Book your advertisement and / or article TODAY! Click Here!



2016 Rates April July November editions

Note: the earlier you book your ad or submit an article for consideration, the better placement we can offer in the printed newspaper. All prices are GST inclusive. Discounts are available to not-for-profits, NACCHO member organisations and industry stakeholders. All prices include artwork if required.

LEVEL	Column x CM	FULL PAGE 380x260mm	HALF PAGE 190x260mm	¼ PAGE 190x128mm	1/8 PAGE 95x128mm	BIZ CARD 95x64mm	
Public		\$19.80	\$5,266.80	\$2,633.40	\$1,316.70	\$658.35	\$329.18
Member		\$11.00	\$2,926.00	\$1,463.00	\$731.50	\$365.75	\$182.88
Stakeholder		\$15.40	\$4,096.40	\$2,048.20	\$1,024.10	\$512.05	\$256.03

Please note we welcome editorial contributions from advertisers to support your campaigns but they are subject to review and approval by our editorial committee

Printing Specifications

Finished page size 26cm wide x 38cm deep

38cm deep by 26cm (7 columns wide)

1 column = 35mm wide (Not available)

2 column = 72.5mm wide

3 column = 110mm wide

4 column = 147.5mm wide

5 column = 185mm wide

6 column = 222.5mm wide (not available)

7 column = 260mm wide

Minimum advertising width is 2 columns

For all advertising and editorial assistance:

Contact Colin Cowell - Mobile 0401 331 251

Email <mailto:nacchonews@naccho.org.au>