

Hearsay — Advertising rates 2021

Circulation

The ACT Law Society provides the only dependable avenue to direct contact with Canberra's lawyers and their clients. *Hearsay* is our fortnightly e-newsletter, with a circulation in excess of 2,600.

Hearsay reaches all solicitors practising in the ACT, as well as barristers, interstate and overseas members, local politicians, members of the judiciary, senior public servants, relevant government bodies, interstate law societies, law students, accountants, and libraries (including university libraries throughout Australia).

We consistently achieve a 42% open rate, whereas the average open rate for other organisations (according to email marketing company MailChimp) is around 20%.

[Click here to view a sample *Hearsay* on our website.](#)

Artwork specifications

All ads may include a URL link.

Text ads are limited to 80 words and should be supplied as a Word document or as plain text. Event listings and positions vacant will also be included on the ACT Law Society website. Text ads may be edited at our discretion to conform with our house style.



Graphical ads should be supplied in JPEG or PNG format using the RGB colour space. Strip ads should be 650px wide by 125px high. Block ads should be 650px wide by 400px high.

Files can be supplied by email to nicole.karman@actlawsociety.asn.au.

Advertising rates do not include design or artwork, which remain the responsibility of the advertiser. All rates given are inclusive of GST.

Bookings and enquiries

To discuss advertising in *Hearsay*, or other options for sponsorship or advertising, please contact: Nicole Karman, Communications Officer, T 02 6274 0308 or email nicole.karman@actlawsociety.asn.au.

Publication schedule

Ed.	Send date	Deadline
1	Friday, 15 January 2021	13 January 2021
2	Friday, 29 January 2021	27 January 2021
3	Friday, 12 February 2021	10 February 2021
4	Friday, 26 February 2021	24 February 2021
5	Friday, 12 March 2021	10 March 2021
6	Friday, 26 March 2021	24 March 2021
7	Friday, 9 April 2021	7 April 2021
8	Friday, 23 April 2021	21 April 2021
9	Friday, 7 May 2021	5 May 2021
10	Friday, 21 May 2021	19 May 2021
11	Friday, 4 June 2021	2 June 2021
12	Friday, 18 June 2021	16 June 2021
13	Friday, 2 July 2021	30 June 2021
14	Friday, 16 July 2021	14 July 2021
15	Friday, 30 July 2021	28 July 2021
16	Friday, 13 August 2021	11 August 2021
17	Friday, 27 August 2021	25 August 2021
18	Friday, 10 September 2021	8 September 2021
19	Friday, 24 September 2021	22 September 2021
20	Friday, 8 October 2021	6 October 2021
21	Friday, 22 October 2021	20 October 2021
22	Friday, 5 November 2021	3 November 2021
23	Friday, 19 November 2021	17 November 2021
24	Friday, 3 December 2021	1 December 2021
25	Friday, 17 December 2021	15 December 2021

Hearsay — Booking form 2021

Advertising rates

Advertisement type	Position	Casual rate	4 or more issues rate	Members and charities rate
Text only (80 words)	End of email	\$55	\$50	\$40
Event listing	Email body + ACTLS website	\$130	<i>not available</i>	\$55
Position vacant		\$55	<i>not available</i>	<i>free</i>
Strip graphic (650pxW by 125pxH)	End of email	\$230	\$210	\$170
Block graphic (650pxW by 400pxH)	End of email	\$440	\$400	\$310

Event listings and positions vacant will be included on the Society's website at no extra charge. Members' rate does not apply to Associate Members or corporate enterprises. Charities rate applies to income tax exempt and deductible gift recipients. If the Law Society cancels a planned edition of *Hearsay*, advertisements will be carried over to the next available edition. The Law Society reserves the right to refuse the placement of advertisements or attachments at its discretion.

Booking details

Ad Type	Rate	Issue/s
<input type="checkbox"/> Text only <input type="checkbox"/> Event listing <input type="checkbox"/> Positions vacant <input type="checkbox"/> Strip <input type="checkbox"/> Block	<input type="checkbox"/> Casual <input type="checkbox"/> 4 or more issues <input type="checkbox"/> Member/Charity	<input type="checkbox"/> 15 January 2021 <input type="checkbox"/> 29 January 2021 <input type="checkbox"/> 12 February 2021 <input type="checkbox"/> 26 February 2021 <input type="checkbox"/> 12 March 2021 <input type="checkbox"/> 26 March 2021 <input type="checkbox"/> 9 April 2021 <input type="checkbox"/> 23 April 2021 <input type="checkbox"/> 7 May 2021 <input type="checkbox"/> 21 May 2021 <input type="checkbox"/> 4 June 2021 <input type="checkbox"/> 18 June 2021 <input type="checkbox"/> 2 July 2021 <input type="checkbox"/> 16 July 2021 <input type="checkbox"/> 30 July 2021 <input type="checkbox"/> 13 August 2021 <input type="checkbox"/> 27 August 2021 <input type="checkbox"/> 10 September 2021 <input type="checkbox"/> 24 September 2021 <input type="checkbox"/> 8 October 2021 <input type="checkbox"/> 22 October 2021 <input type="checkbox"/> 5 November 2021 <input type="checkbox"/> 19 November 2021 <input type="checkbox"/> 3 December 2021 <input type="checkbox"/> 17 December 2021
Total cost:	\$	

Contact and payment details

Advertiser details
Contact:
Company:
Client:
Email:
Address:
Phone:

Payment
<input type="checkbox"/> Please send me an invoice (Members only)
<input type="checkbox"/> I enclose a cheque*
<input type="checkbox"/> Please debit my: Visa Mastercard ** <i>[our accounts officer will call for credit card details]</i>

* Cheques should be made payable to the Law Society of the ACT
 ** All credit card payments incur a 2% surcharge

Return this form by email to Nicole Karman, Communications Officer, email nicole.karman@actlawsociety.asn.au.