

Hearsay — Advertising rates 2023

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 3,000.

Hearsay reaches all solicitors practising in the ACT, as well as other members locally, interstate and overseas including barristers, local politicians, members of the judiciary, senior public servants, government bodies, interstate law societies, law students, and accountants.

We consistently achieve a 43% 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.](#)

Specifications

Event listings are limited to 80 words and will also be included under 'Other Events' on the ACT Law Society website until the date of the event. Event listings must include a URL for registration purposes.

Positions vacant will also be included on the ACT Law Society website until the closing date. Positions vacant should consist of a job title, firm/company name, closing date, and must include a URL for further details.

Text ads are limited to 80 words and should be supplied as a Word document or as plain text. 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 communications@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.

All ads may include a URL link.

Bookings and enquiries

To discuss advertising in *Hearsay*, or other options for sponsorship or advertising, please contact: Daniel Rathbone Communications and Events Manager, T 02 6274 0308 or email communications@actlawsociety.asn.au

Publication schedule

Ed.	Send date	Deadline
1	Friday, 13 January 2023	11 January 2023
2	Friday, 27 January 2023	25 January 2023
3	Friday, 10 February 2023	8 February 2023
4	Friday, 24 February 2023	22 February 2023
5	Friday, 10 March 2023	8 March 2023
6	Friday, 24 March 2023	22 March 2023
7	Friday, 7 April 2023	5 April 2023
8	Friday, 21 April 2023	19 April 2023
9	Friday, 5 May 2023	3 May 2023
10	Friday, 19 May 2023	17 May 2023
11	Friday, 2 June 2023	31 May 2023
12	Friday, 16 June 2023	14 June 2023
13	Friday, 30 June 2023	28 June 2023
14	Friday, 14 July 2023	12 July 2023
15	Friday, 28 July 2023	26 July 2023
16	Friday, 11 August 2023	9 August 2023
17	Friday, 25 August 2023	23 August 2023
18	Friday, 8 September 2023	6 September 2023
19	Friday, 22 September 2023	20 September 2023
20	Friday, 6 October 2023	4 October 2023
21	Friday, 20 October 2023	18 October 2023
22	Friday, 3 November 2023	1 November 2023
23	Friday, 17 November 2023	15 November 2023
24	Friday, 1 December 2023	29 November 2023
25	Friday, 15 December 2023	13 December 2023

Hearsay — Booking form 2023

Advertising rates

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

Event listings and positions vacant are included on the Society's website at no extra charge.

Members' rate does not apply to corporate or government entities. Charities rate applies to Registered Charities as per the ACNC. 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 at its discretion.

Booking details

Ad Type	Rate	Issue/s		
<input type="checkbox"/> Text only <input type="checkbox"/> Event listing <input type="checkbox"/> Position 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"/> 13 January 2023 <input type="checkbox"/> 27 January 2023 <input type="checkbox"/> 10 February 2023 <input type="checkbox"/> 24 February 2023 <input type="checkbox"/> 10 March 2023 <input type="checkbox"/> 24 March 2023 <input type="checkbox"/> 7 April 2023 <input type="checkbox"/> 21 April 2023 <input type="checkbox"/> 5 May 2023	<input type="checkbox"/> 19 May 2023 <input type="checkbox"/> 2 June 2023 <input type="checkbox"/> 16 June 2023 <input type="checkbox"/> 30 June 2023 <input type="checkbox"/> 14 July 2023 <input type="checkbox"/> 28 July 2023 <input type="checkbox"/> 11 August 2023 <input type="checkbox"/> 25 August 2023 <input type="checkbox"/> 8 September 2023	<input type="checkbox"/> 22 September 2023 <input type="checkbox"/> 6 October 2023 <input type="checkbox"/> 20 October 2023 <input type="checkbox"/> 3 November 2023 <input type="checkbox"/> 17 November 2023 <input type="checkbox"/> 1 December 2023 <input type="checkbox"/> 15 December 2023
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 will send a cheque*
<input type="checkbox"/> Please call for credit card details**

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

Return this form by email to Daniel Rathbone, Communications and Events Manager, email communications@actlawsociety.asn.au