



**ARITA**

AUSTRALIAN RESTRUCTURING  
INSOLVENCY & TURNAROUND  
ASSOCIATION

# MEDIA KIT 2017

AUSTRALIAN RESTRUCTURING  
INSOLVENCY & TURNAROUND  
ASSOCIATION



## Partner with ARITA in 2017

**When you partner with the Australian Restructuring Insolvency and Turnaround Association (ARITA) you can connect with 2,000+ members around Australia who specialise in corporate and personal insolvency, and business restructuring and turnaround.**

Through sponsorship and advertising, ARITA offers multiple high-impact opportunities for you to increase awareness of your products and services to the insolvency and restructuring profession's key players and decision makers.

### 2017 opportunities

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### Contact

For all advertising or sponsorship sales enquiries or questions, please contact:

**Silja Schoppmann**

Head of Marketing

**T:** (02) 8004 4349

**E:** [sschoppmann@arita.com.au](mailto:sschoppmann@arita.com.au)

## Our audience

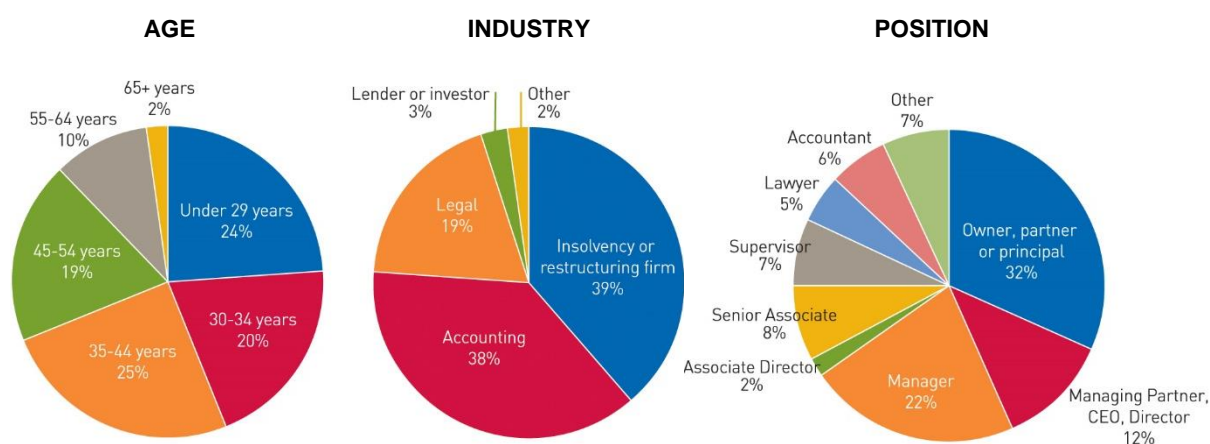
**ARITA is the professional body representing insolvency practitioners and restructuring and turnaround professionals in Australia.**

Our membership is drawn from Chartered Accountants, CPAs and lawyers, and includes accountants, solicitors, liquidators, trustees, administrators, receivers, lenders and academics.

ARITA members are:

- Strategic decision makers with considerable purchasing power
- Bright, educated and upwardly mobile
- High-earning, discerning individuals
- Buyers of luxury products and services.

## Membership profile



## Reach the decision makers

ARITA members are part of a highly influential profession with strong purchasing power. They have requirements for a range of services and make decisions on appointments for the following service providers:

**Archive and records management** – document storage and record keeping

**Auctioneers and valuers** – asset disposal and management

**Debt collection** – outstanding debts

**Financial services** – risk finance, corporate and personal banking

**Forensic accounting** – investigation and forensic imaging

**Insurance** – property and indemnity

**IT** – software, databases and systems

**Litigation funding** – third party funding

**Office supplies** – printing, stationery, furniture and equipment

**Public relations** – media training and management

**Publishers** – education and resources

**Real estate** – valuation, leasing and sales

**Recruitment agencies** – accounting, legal, operational and contract staff

**Security** – premises, staff and systems

**Telecommunications** – call centres, distribution of creditor information

**Venue hire, staging and audio visual** – creditor meetings, training and events.

## Sponsorship

**Event sponsorship provides your company with a marketing opportunity to gain exposure and visibility with the “who’s who” of the Australian restructuring, insolvency and turnaround profession.**

Our Australia-wide program includes over 200 events and courses annually, including national, state and dedicated specialist conferences; educational forums; and outstanding social and networking events.

### **How you can benefit from ARITA sponsorship**

As a sponsor, your company will maintain “top of mind” positioning with key decision makers.

- Build brand awareness
- Expand your referral network
- Connect your people with key decision makers
- Demonstrate your expertise through direct contact and exposure at events
- Brand your company as an industry leading partner.

## Interested in sponsorship?

To find out more about any of the following sponsorship opportunities, or to receive a Conference Sponsorship Prospectus, please contact:

**Silja Schoppmann**

Head of Marketing

**T:** (02) 8004 4349

**E:** [sschoppmann@arita.com.au](mailto:sschoppmann@arita.com.au)

## National Conference

**Our two-day National Conference is the leading professional development event for restructuring, insolvency and turnaround professionals.**

The program addresses the most topical and critical issues for senior practitioners by combining high profile keynote speakers with dynamic and practice-oriented masterclasses. Exceptional networking events include a Welcome Reception and the Conference Dinner.

The Conference attracts up to 350 delegates with up to 600 attending the Dinner.

Platinum and Silver – Exhibit sponsorships include an exhibition booth in the combined catering and exhibition area offering maximum exposure and networking opportunities.

<b>National Conference 2017</b> Melbourne, 9–10 August 2017	<b>Category</b>	<b>Fee</b> (ex GST)	<b>No.</b> <b>available</b>
2 full days	Platinum*	\$16,600	3
	Gold – Dinner	\$13,700	1
	Silver – Exhibit*	\$8,850	12
	Silver – Socials:		
	Lunches	\$8,850	1
	Coffee Breaks	\$8,850	1
	Welcome Reception	from \$7,950	2
	Lanyards, satchels and other ARITA-approved material for delegates	from \$2,500 each	1 each

\* includes 3x2 m exhibition booth – Platinum sponsors enjoy premium positioning. Booth upgrades available on request.

## Division Conferences & Dinners

**Held in Adelaide, Brisbane, Melbourne, Perth and Sydney, our one- or half-day Division Conferences focus on more regional content.**

They are followed by an outstanding networking opportunity at pre-dinner drinks and the sit-down dinner. Division Conferences attract up to 250 delegates, with up to 450 people attending the Dinners.

<b>Division Conference &amp; Dinner 2017</b>	<b>Category</b>	<b>Fee (ex GST)</b>	<b>No. available</b>
<b>Vic/Tas</b> Melbourne, 26 October (TBC) – full day	Platinum	\$4,500	3
	Gold (Dinner)	\$3,360	2
	Silver	\$2,750	10
<b>NSW/ACT</b> Sydney, (date TBC) – full day	Platinum	\$6,700	3
	Gold (Dinner)	\$5,600	2
	Silver	\$4,500	10
<b>QLD</b> Brisbane, 28 September (TBC) – ½ day	Platinum	\$2,790	3
	Gold (Dinner)	\$2,240	2
	Silver	\$1,680	6
<b>WA</b> Perth, 22 June – ½ day	Platinum	\$2,790	3
	Gold (Dinner)	\$2,240	1
	Silver	\$1,680	6
<b>SA/NT</b> Adelaide, 14 September (TBC) – ½ day	Platinum	\$2,550	3
	Gold (Dinner)	\$2,040	2
	Silver	\$1,530	6

Platinum and Silver sponsorships include a standard-sized display table – upgrades available on request.

## Small and Medium Practice (SMP) Conference

**In 2017, ARITA will have its second dedicated Small and Medium Practice (SMP) Conference.**

Developed and delivered by practitioners for practitioners, the specialist program focuses on relevant, day-to-day issues for smaller practices.

Following the great success of ARITA's SMP Conference in Fiji 2016, the Conference runs again over two days and combines highly relevant presentations and panel discussions with interactive sessions and workshop-style masterclasses.

Networking events include an outdoor Welcome Reception and the Conference Dinner. The SMP Conference is ARITA's only conference to be held offshore, at the easily accessible Sheraton on Denarau Island, Fiji. A partners/families' program will also be offered.

<b>SMP Conference 2017</b> Denarau Island, Fiji, 4-5 May (Welcome Reception on 3 May)	<b>Category</b>	<b>Fee (ex GST)</b> <b>Introductory Rates</b> <b>2017 (extended)</b>	<b>No.</b> <b>available</b>
2 full days	Platinum	\$4,500	3
	Gold - Dinner	\$3,900	1
	Silver	\$2,700	8
	Silver - Socials:		
	Lunches	\$2,900	1
	Coffee Breaks	\$2,900	1
	Welcome Reception	\$3,500	1
	Satchels, lanyards, compendiums & room-drops and other ARITA-authorized material for delegates*	from \$1,500 each plus production cost	1 each

\*additional branding/merchandise opportunities available to complement your sponsorship package.



## ARITA Forums

**This popular series of learning and development sessions helps restructuring, insolvency and turnaround professionals keep their knowledge current.**

The most frequent format is the lunchtime forum, where delegates network over a light lunch, followed by a one-hour presentation by an esteemed member of the profession. One Forum earns delegates one CPD/CLE point.

**Hosting sponsorship:** For ARITA Forums and Young Professionals Seminars, you have the option of “in kind” sponsorship by supplying a suitable venue with audio visual equipment and food and beverages. Hosting sponsors enjoy the same benefits as our Event Sponsors.

ARITA Forums	Category	Fee (per Forum ex GST)	No. of Forums
<b>NSW/ACT</b>			
Sydney	Event Sponsor	\$2,040	10
	Hosting Sponsor	You provide venue & catering	
Newcastle	Event Sponsor	\$920	5
	Hosting Sponsor	You provide venue & catering	
Parramatta	Single Sponsor	\$950	5
	Hosting Sponsor	You provide venue & catering	
Canberra	Event Sponsor	\$890	4
	Hosting Sponsor	You provide venue & catering	
<b>Vic/Tas</b> Melbourne	Event Sponsor	\$1,780	7-8
	Hosting Sponsor	You provide venue & catering	
Restructuring & Turnaround Forum Melbourne	Event Sponsor	\$1,780	4
	Hosting Sponsor	You provide venue & catering	
<b>SA/NT</b>			
Adelaide (Lunchtime)	Event Sponsor	\$1,100	5
	Hosting Sponsor	You provide venue & catering	
Adelaide (Evening Seminar & Networking)	Event Sponsor	\$1,250	4
	Hosting Sponsor	You provide venue & catering	
<b>QLD</b>			
Brisbane	Event Sponsor	\$1,780	6
	Hosting Sponsor	You provide venue & catering	
Townsville (Forum broadcast)	Hosting Sponsor	You provide venue & catering	6
Cairns (Forum broadcast)	Hosting Sponsor	You provide venue & catering	6
<b>WA</b> Perth	Event Sponsor	\$2,040	8
	Hosting Sponsor	You provide venue & catering	

Event and Hosting Sponsorships for multiple events per location can be negotiated.

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### Bookings and information:

Silja Schoppmann, Head of Marketing T: (02) 8004 4349 E: [sschoppmann@arita.com.au](mailto:sschoppmann@arita.com.au)

## Young Professionals Seminars

**Our Young Professionals Seminars deliver technical content tailored to younger members of the restructuring, insolvency and turnaround profession.**

They provide attendees with the perfect opportunity to build upon existing knowledge of technical and practice related issues and to meet and interact with their peers in a relaxed professional setting.

<b>Young Professionals Seminars</b>	<b>Categories</b>	<b>Fee</b> (per Seminar ex GST)	<b>No. of Seminars</b>
<b>Sydney</b>	Event Sponsor	\$2,040	4
	Hosting Sponsor	You provide venue & catering	
<b>Melbourne</b>	Event Sponsor	\$1,250	3
	Hosting Sponsor	You provide venue & catering	
<b>Brisbane</b>	Event Sponsor	\$920	3
	Hosting Sponsor	You provide venue & catering	

## Networking and Social Events

**Throughout the year various ARITA Divisions and Young Professionals Groups hold a variety of functions.**

Members and guests can build their network and socialise with their colleagues. Event formats include lawn bowls, golf days, cocktail parties and networking dinners.

<b>Event</b>	<b>Category</b>	<b>Fee</b> (per event ex GST)	<b>No. of events</b>
<b>Sydney</b> Young Professionals Networking	Single Sponsor	\$3,570	3
	Co-Sponsor (2)*	\$2,550 each	
<b>Melbourne</b> Young Professionals Networking	Single Sponsor	\$2,200	2
	Co-Sponsor (2)*	\$1,250 each	
<b>Brisbane</b> Young Professionals Networking	Single Sponsor	\$1,500	2
	Co-Sponsor (2)*	\$850 each	
<b>Adelaide</b> Division Social	Single Sponsor	\$1,500	3
	Co-Sponsor (2)*	\$850 each	

\*only offered if co-sponsor is available.

## ARITA National Partners

**Our customised annual sponsorship packages are designed to help you maximise brand recognition and the return on your sponsorship and marketing dollars.**

With multiple levels of exposure across print, web and events our packages make it easier to manage your marketing workload and deliver significant savings. You can gain a competitive advantage with year-round exposure to ARITA's membership of restructuring, insolvency and turnaround professionals.

Each package includes:

- National Conference sponsorship
- Division Conferences sponsorship
- Journal advertising
- Website advertising
- Brand recognition and acknowledgement as an ARITA National Partner – wide exposure
- Minimum 20 percent saving
- Reduced rates for any additional advertising and sponsorship bookings.

The following National Partnership packages are available:

Category	Benefits	Fee (ex GST)	No. available
<b>National Platinum Partner</b>	<ul style="list-style-type: none"> <li>• National Conference – Platinum sponsor (value: \$16,600)</li> <li>• 4 x Division Conferences – Platinum sponsor (value: \$16,800)</li> <li>• Journal ads – 4 full page (value: \$6,720)</li> <li>• Website advertising – Find a Firm or Service Provider listing (value: \$1,200)</li> <li>• Run-of-website acknowledgement as National Platinum Partner (value: up to \$25,000)</li> <li>• Announcement of all National Partnerships on ARITA's LinkedIn page at the start of each year</li> <li>• ARITA Member Handbook advertising – full page section divider, RHP, prime positioning if available (value: \$3,500)</li> <li>• Category/industry sector exclusive for National Platinum Partners</li> <li>• Special rates for any additional sponsorship and advertising bookings in 2017 (min. 35% off)</li> </ul>	\$38,500	3

### Bookings and information:

Silja Schoppmann, Head of Marketing T: (02) 8004 4349 E: [sschoppmann@arita.com.au](mailto:sschoppmann@arita.com.au)

Category	Benefits	Fee (ex GST)	No. available
<b>National Partner</b>	<ul style="list-style-type: none"> <li>• National Conference – Silver sponsor (value: \$8,900)</li> <li>• 5 x Division Conferences – Silver sponsor (value: \$12,140)</li> <li>• Journal ads – 4 half page (value: \$3,880)</li> <li>• Website advertising – Find a Firm or Service Provider listing (value: \$1,200)</li> <li>• Run-of-website acknowledgement as National Partner (value: up to \$20,000)</li> <li>• Announcement of all National Partnerships on ARITA's LinkedIn page at the start of each year</li> <li>• ARITA Member Handbook advertising – full page section divider, RHP (value: \$3,500)</li> <li>• Special rates for any additional sponsorship and advertising bookings in 2017 (min. 25% off)</li> <li>• No exclusivity</li> </ul>	\$24,000	5

For more information on our National Partnerships please contact Silja Schoppmann, ARITA Head of Marketing, on (02) 8004 4349.

## Print advertising

### ARITA Journal

**The Australian Restructuring Insolvency and Turnaround Association Journal (the Journal) is the leading publication devoted exclusively to Australia's restructuring, insolvency and turnaround profession.**

The Journal is delivered to 2,300+ readers four times a year and has a readership to distribution ratio of 3:1. After publication, each issue is filed in the members-only library on the ARITA website.

The Journal has received a 90% importance rating from our members.

Non-member subscribers include judges, lenders, government departments, educational institutions, libraries and corresponding associations from around the world.

Each issue includes penetrating feature articles on pressing issues for the profession and updates on insolvency and restructuring law and practice written by experts in the field. Regular columns cover updates from government regulators, insolvency case reports and Association news.

### Advertising rates

Size	Fee (ex GST)
Full page	\$1,680
Half page	\$970
1/3 page	\$820
1/4 page	\$660
Loose inserts	From \$1,990 + postage & package if applicable
<b>Premium position loadings*</b>	
Before page 15 (max. 3, upon availability)	25% loading
Inside front and back cover	35% loading
Outside back cover	40% loading

\* All other positioning is at the discretion of the Editor.

Multiple issue discounts can be negotiated.

### Deadlines

Issue	Ad booking deadline	Material deadline
March 2017	27 January	3 February
June 2017	14 April	21 April
September 2017	21 July	28 July
December 2017	6 October	13 October

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#### Bookings and information:

Silja Schoppmann, Head of Marketing T: (02) 8004 4349 E: [sschoppmann@arita.com.au](mailto:sschoppmann@arita.com.au)

## Print specifications

### Material required:

Press quality, high-resolution PDFs with fonts embedded.





All artwork submitted in CMYK (do not supply PMS or RGB colours).

All images CMYK at 300dpi.

Files can be supplied on disk or by email to: [publications@arita.com.au](mailto:publications@arita.com.au)

Allow 3mm bleed for full page advertisements only.

Advertisements smaller than full page should be made correct size with no bleed or printer's marks.

<b>Display advertising (full colour):</b>			
<b>Full page</b>	<b>Half page (horizontal)</b>	<b>1/3 page (horizontal)</b>	<b>1/4 page (horizontal)</b>
			
<b>Trim size</b> Width: 210mm Height: 297mm	<b>Trim size</b> Width: 170mm Height: 130mm	<b>Trim size</b> Width: 170mm Height: 86mm	<b>Trim size</b> Width: 170mm Height: 64mm
<b>Bleed</b> 5mm	<b>No bleed</b>	<b>No bleed</b>	<b>No bleed</b>
<b>Type Margin</b> 7mm in from trim on all sides			

## 2017 Member Handbook

**The ARITA Member Handbook is an indispensable reference for practitioners and decision makers in the insolvency and restructuring profession.**

The Handbook contains key information that practitioners use in their day-to-day work, such as the ARITA Code of Professional Practice and relevant sections of the Corporations, Bankruptcy and Cross-Border Insolvency Acts. It will be updated for the Insolvency Law Reform Act 2016.

Produced in partnership with LexisNexis, the ARITA Member Handbook 2016 had a print run of 2,800 copies. All ARITA members receive a copy as part of their annual subscription.

### Bookings and information:

Silja Schoppmann, Head of Marketing T: (02) 8004 4349 E: [sschoppmann@arita.com.au](mailto:sschoppmann@arita.com.au)

The main sections are separated by a full page, full colour divider printed on heavy paper stock. An e-book version of the Handbook will be made available to our members. All advertisements of the printed book will automatically be included in the e-book, at no further cost.

## Advertising rates

Position	Fee (ex GST)
Section divider – right side	\$3,500
Section divider – left side	\$3,500
Inside front and back cover	\$5,900

## Deadline

Booking	Material
1 November 2016	6 December 2016

## Print specifications

### Material required:

Press quality, high-resolution PDFs with fonts embedded.

Files can be supplied on disk or by email to: [publications@arita.com.au](mailto:publications@arita.com.au)

### Display advertising (full colour):

#### Trim size

Width: 170mm

Height: 245mm

#### Bleed

5mm

## Print advertising packages: Journal and Member Handbook

These packages combine print advertising in our two flagship publications for year-round exposure to our 2,000+ members.

Package options include:

- A full page section divider advertisement in the annual ARITA Member Handbook 2017 (and complimentary e-book advertising), and
- A full or half page RHP advertisement in one or more issues of the Journal.

Package	Fee (ex GST)
<b>ARITA Member Handbook, full page section divider, and</b>	
a) Journal, half page (single booking)	\$3,790 (15% off)
b) Journal, half page, 4 x issues (annual booking)	\$5,530 (20% off)
<b>ARITA Member Handbook, full page section divider, and</b>	
a) Journal, full page (single booking)	\$4,400 (15% off)
b) Journal, full page, 4 x issues (annual booking)	\$7,660 (20% off)

## Inserts

You can reach our members with an ARITA-authorized insert in the Journal.

Rates start from \$2,000 + postage increase if applicable.

Please contact Silja Schoppmann on (02) 8004 4349 or [sschoppmann@arita.com.au](mailto:sschoppmann@arita.com.au) for more information and a quote.

## Print advertising terms and conditions

**Cancellations:** All cancellations must be in writing and received by the booking deadline. Cancellation after deadline may incur 100% penalty.

**Material delivery:** ARITA has an obligation to deliver our publications on time. So material MUST be received by the close of business on the deadline. If material is not received by this time, ARITA reserves the right to run previously placed material.

**Inserts:** The total number of inserts in the Journal is limited to 3 per issue.

**Indemnity:** No responsibility can be accepted for any loss arising from failure of all or part of an advertisement to appear or for any error in an advertisement.

**Right to decline:** All advertising material is subject to the approval of ARITA, which reserves the right to decline the insertion of any material at any time, without giving reasons.

**Booking confirmation:** The booking confirmation, when returned to ARITA, is deemed to be an acceptance of the full terms and conditions contained herein.





**Payment terms:** Payment of advertising is required within 30 days of publication. First-time advertisers may be required to make a prepayment.

# Online advertising

## ARITA's e-newsletter

**'ARITA Weekly' is our weekly e-newsletter that goes out to 7,000 ARITA members, service providers and industry contacts.**

It includes information on upcoming ARITA courses and events, plus technical and news updates. The e-newsletter is segmented by ARITA Division – NSW/ACT, VIC/TAS, SA/NT, WA and QLD – and is sent out every week if there is news for a Division.

Advertising placement is available in the e-newsletter main content column and sidebar.



The screenshot shows the ARITA Weekly e-newsletter interface. At the top left is the ARITA logo and the text 'ARITA Weekly – news, events & education'. The main content area features several articles and banners. A sidebar on the right contains a 'Tile' advertisement. The main content area has a 'Banner - Middle' advertisement and a 'Banner - Bottom' advertisement. The footer includes navigation links for 'Events', 'Education', and 'Membership', along with contact information and a disclaimer.

## Fees

Type	Placement	Fee* (ex GST)
Tile	Sidebar	\$790
Banner	Middle	\$890
Banner	Bottom	\$690

\* Per calendar month – Dec-Jan counts as one month.

## Deadlines

### Bookings and information:

Silja Schoppmann, Head of Marketing T: (02) 8004 4349 E: [sschoppmann@arita.com.au](mailto:sschoppmann@arita.com.au)

Material deadline is by the 25<sup>th</sup> day of the preceding month. Submit your finished artwork and destination URL to [publications@arita.com.au](mailto:publications@arita.com.au)

## Specifications

Dimensions	
Tile – Sidebar	160 px W x 185 px H
Banner – Middle	440 px W x 80 px H
Banner – Bottom	440 px W x 125 px H
File type	GIF or JPEG – <b>no animation.</b>
Maximum file size	30KB

## E-newsletter advertising terms & conditions

Bookings can only be made per calendar month – Dec-Jan counts as one month.

Ads will be placed in all Division e-newsletters, but **not all Divisions receive an e-newsletter every week.**

ARITA what's on e-newsletter varies in length and content.

Package rates can be negotiated.

## Find a Firm listing

**Find a Firm is an online directory listing firms specialising in insolvency, restructuring and turnaround.**

It's a useful resource for companies and individuals who may be in need of insolvency, restructuring or turnaround services and are exploring the potential assistance a firm such as yours may provide.

Find a Firm has high visibility with a link from the ARITA home page. Each listing is a link which opens your firm's website in a new browser window.

NB: listings are only available to firms that have one full ARITA member.

### Fee

\$1,200 + GST per calendar year.

## Service Provider listing

**The insolvency and restructuring profession requires support from a broad range of service providers. A listing in ARITA's online Service Provider directory offers excellent visibility to decision makers for your company.**

Each listing includes your colour logo and tagline, and a link which opens your company's website in a new browser window.

### Fee

\$1,200 + GST per calendar year.

## Jobs Market listing

**ARITA's online Jobs Market offers a unique opportunity for firms and recruiters to advertise insolvency and restructuring job vacancies.**

Unlike newspaper ads and job seeker websites, our Jobs Market targets highly specialised insolvency and restructuring professionals directly.

Listings are valid for 60 days from the posted date or until the position is filled, whichever is sooner.

### Fee

Single job listing: \$470 + GST

Discounts available for multiple listings and ARITA members.

## Online advertising terms and conditions

**Indemnity:** No responsibility can be accepted for any loss arising from failure of all or part of an advertisement to appear or for any error in an advertisement.

**Right to decline:** All advertising material is subject to the approval of ARITA, which reserves the right to decline the insertion of any material at any time, without giving reasons.

**Booking confirmation:** The booking confirmation, when returned to ARITA, is deemed to be an acceptance of the full terms and conditions contained herein.

## Contact us for more information

To find out more about any of the listed sponsorship and advertising opportunities, please contact:

**Silja Schoppmann**

Head of Marketing

**T:** (02) 8004 4349

**E:** [sschoppmann@arita.com.au](mailto:sschoppmann@arita.com.au)