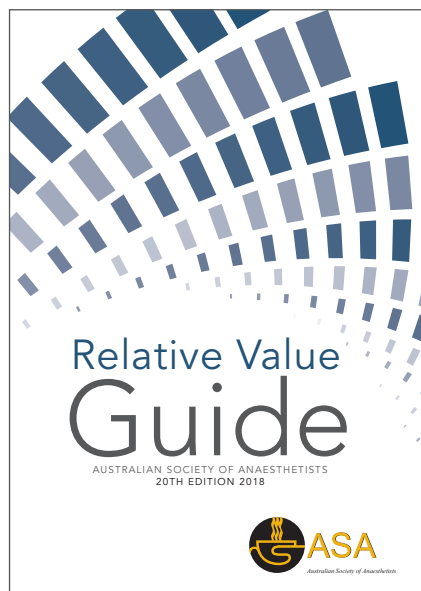


# ASA Media Pack

## Relative Value Guide



### About the Relative Value Guide

The Relative Value Guide (RVG) contains up to date information and guidelines on billing and account information. The book is used both by members and also non-members in their practices for members of the ASA.

In the 2016 ASA Member Survey, nearly 60% of ASA members use the RVG at least once a week – making it a very important item in their practice. 58% of members rated it a 5/5 as being a valuable part of ASA membership.

The conveniently sized A5 book is sent to over 3,000 ASA members in January of each year.

### Statistics

- Circulation of over 3,000 copies
- Printed in January every year
- Reference book format means very high re-read rate

### Advertising Information

- All amounts are specified in Australian Dollars inclusive of 10% GST and must be paid in advance
- Advertising cancellations will not be accepted after artwork deadline. Full insertion rate will be charged in this instance
- Please contact the ASA for more information about advertising in the Relative Value Guide by emailing [advertising@asa.org.au](mailto:advertising@asa.org.au)

#### Advertising Rates 2018

Full page back cover colour	\$6,000
Full page inside front cover colour	\$5,000
Full page inside back cover colour	\$3,500
Full page colour	\$1,800

