



the Australian College  
of Mental Health Nurses Inc.

# Media kit

## Why advertise with us?

The Australian College of Mental Health Nurses is the peak professional mental health nursing organisation and the recognised credentialing body for mental health nurses in Australia.

We represent the profession at all levels of government and across all health service sectors. In addition, the ACMHN sets standards for practice, supports mental health nursing research, and provides a forum for collegial support, networking and ongoing professional development for its members. Importantly, the ACMHN also works to promote public confidence in and professional recognition of mental health nursing.

The ACMHN has over 2,600 members from all around Australia and overseas. There are a number of opportunities for individuals, groups, and organisations to promote their product, event or service to the membership - through our social media channels, via e-newsletters and our website. Please feel free to contact us to discuss your needs.

If you are a stakeholder in the mental health sector there is no better opportunity to promote your organisation to the sector than through the ACMHN. Partnering with the College will provide your organisation with exposure to a relevant and influential audience. The ACMHN works closely with all advertisers to ensure you are satisfied with your advertising and return on investment. We have a wide variety of advertising opportunities available, and we also invite any new proposals you may wish to put forward.

Our aim is to support advertisers to generate the best possible outcomes from their arrangements with the College. The College is also happy to negotiate an advertising package that will be of maximum benefit to your organisation.

**Note: All costs are GST exclusive. All artwork / logos are to be supplied by the advertiser in appropriate formats**

# College Connections

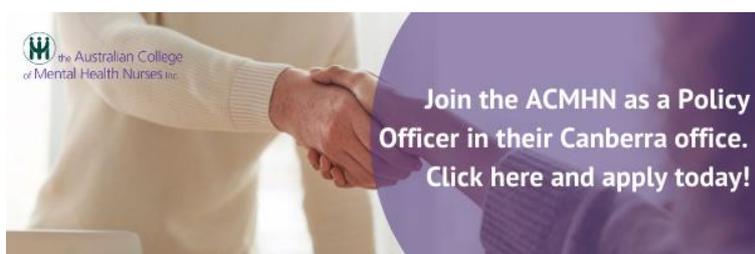
College Connections is a bi-weekly e-newsletter that goes to all members on our database. We are able to promote job vacancies, workshops and events (after being assessed), and services via this e-newsletter directly to the membership database. The professionally developed newsletter provides an update to members, without clogging their inboxes. See table below for rates:

Item	Cost
Small advertisement 600px wide x 200px high	\$275/issue
Larger advertisement 600px x 600px	\$415/issue
Ad for a job already listed on the website	\$140/issue (small) or \$210/issue (large)
Sponsored article 600px x 200px	\$275/issue

Deadlines: Content is due by midday on Friday, the week before the Wednesday you wish your advertising to appear.

What we require from your organisation:

- For a job advertisement, please provide a banner image adhering to the above specifications as applicable. You can include what you would like on there, but we would recommend having the title of the job, the location, and your organisation's logo, or a message inviting people to apply for a position (see below for an example)
- For a sponsored article or another purpose, please provide an image or logo adhering to the above specifications as applicable
- For sponsored articles, please provide a maximum of 50 words
- The weblink you would like people to click on to find out more information (for job adverts, the banner image will be made 'clickable').



College Connections banner

## Website: Job vacancies

Find the right staff for your vacant position by advertising via the College's website.

Item	Cost
Website job listing	\$575/per advertisement (25 per cent discount if extended beyond two months)
Home page banner	\$275/week (25 per cent discount on the second week, if extended)

Deadlines: There are no deadlines as the ACMHN website is constantly updated. Positions will be listed until shortly after applications close, **or for two months for positions with no closing date**. Please allow 24 to 48 hours before the advertising goes live on the website.

Job advertisements will be extended in 2 month blocks. If you wish to extend a job advertisement beyond 2 months, you must let us know a week prior. You will still receive a 25 per cent discount on these extensions.

What we require from your organisation:

- Adverts should be provided in a word document (this must include a close date)
- A high resolution web-ready logo for inclusion with the advert
- A web link where an applicant can find out more information/apply for the position

## Social media

The College has an active social media presence on Twitter, LinkedIn, and Facebook with over 9,000 followers.

If you'd like to advertise on our channels, you have the following options:

Social media	Cost
Event or other advertisement social media kit (1 x Facebook post + 1 x Facebook story + 1 x Twitter post + 1 x LinkedIn post)	\$415
Job social media kit (1 x Facebook post + 1 x Facebook story + 1 x Twitter post + 1 x LinkedIn post)	\$300 (\$150 if advertisement placed on website)

What we require from your organisation:

- Appropriate social media tiles/images (this is especially important for Facebook story). See below for examples and [here](#) for suggestions on sizing.
- Copy for the social media posts. Post length for Facebook and LinkedIn is 40 words. Post length for Twitter is 280 characters

- A web link where an applicant can find out more information (please note, hyperlinks take up 23 characters in Twitter. Please consider this when providing copy)



Facebook



Facebook story



Twitter



LinkedIn

## Advertising kits

For those who want to reach a wider audience, the College offers advertising kits which include a combination of different channels at a discounted rate.

Item	Cost
General advertising kit (1 x small ad in CC, 1 x Facebook post + 1 x Facebook story + 1 x Twitter post + 1 x LinkedIn post)	\$600
Job Search advertising kit (1 x website listing, 1 x small ad in CC, 1 x Facebook post + 1 x Facebook story +1 x Twitter post + 1 x LinkedIn post )	\$900

Deadlines: Content for College Connections is due by midday on Friday, the week before the Wednesday you wish your advert to appear.

What we require from your organisation:

- Appropriate social media tiles/images (this is especially important for Facebook story). See 'Social media' for examples
- Copy for the social media posts. Post length for Facebook and LinkedIn is 40 words. Post length for Twitter is 280 characters
- For a job advertisement, please provide a banner image max size 600px wide by 200px high. You can include what you would like on there, but we would recommend having the title of the job, the location, and your organisation's logo, or a message inviting people to apply for a position (see 'College Connections' for an example)
- For a sponsored article or another purpose, please provide an image or logo max size 600px wide by 200px high
- A web link where an applicant can find out more information (please note, hyperlinks take up 20 characters in Twitter. Please consider this when providing copy)

Job listings run for one issue in College Connections, and for two months on the website. Please contact the Communications Team [communications@acmhn.org](mailto:communications@acmhn.org) if you'd like to advertise for longer.

## ACMHN conferences

The ACMHN runs a busy calendar of online and face to face events throughout the year. We host a range of Special Interest Group and Branch events with unique access to segments of audience for potential partners and sponsors. The online event calendar provides an arena for engagement with mental health nurses across the country and opportunities for partnership and sponsorship are available for these activities. Unique partnership packages can be developed for a number of engagement areas, both online and in person for Special Interest Groups and Branches.

The ACMHN hosts the International Mental Health Nursing Conference annually as a face to face event welcoming up to 450 delegates over 3 days. The conference is in its 46th year with a rich history in providing the stage for showcasing excellence in mental health nursing. The conference is an opportunity to network with national and international delegates and establish collaborative partnerships to enhance health outcomes for consumers, their family and carers, and the community more broadly.

Our aim for the International Mental Health Nursing Conference is to create an environment that is conducive to sharing knowledge, relationship building, and collaborative practice. We seek to enhance and support capacity building and strengthening of the mental health sector more broadly, and the profession of mental health nursing through providing productive partnership opportunities for stakeholders, health care agencies and educational institutions.

The ACMHN International Mental Health Nursing Conference provides great benefit for a variety of participating organisations. We welcome the chance to discuss the partnership and sponsorship opportunities that are available for this event and provide partnership opportunities at various price points.

There are many ways in which you can be involved in the conferences, including:

- Partnership packages
- Social event sponsorship
- Speaker sponsorship
- Stream sponsorship
- Name badge and lanyard sponsorship
- Refreshment break sponsorship
- Notepad and pen sponsorship
- Program advertisements
- Satchel inserts
- Exhibition packages and more

To find out how you can be involved in one of our premier events, go to [www.acmhn.org](http://www.acmhn.org) or contact our Events Manager on (02) 6285 1078 or via [events@acmhn.org](mailto:events@acmhn.org).

## ACMHN endorsement

[Endorsement](#) is a process by which professional events, educational activities and products are assessed and given recognition by the ACMHN. **The aims of endorsement are:**

- To ensure a minimum standard for Professional Development activities in mental health nursing are met
- To allocate points consistently and equitably, reflecting the specialist or generalist value of the activity
- To ensure the activities are relevant to the needs of the members as well as of employers, clients and the community
- To provide feedback for the improvement of the educational and training value of the activities

Endorsement is based on principles of adult learning and recognises the importance of different forms of teaching, different styles of learning and different professional needs. The criteria as outlined below are derived from empirically-based research into the effectiveness of Professional Development as a quality assurance mechanism.

### Why does the ACMHN provide an endorsement service?

The ACMHN endorsement service provides mental health nurses with confidence that an educational event or activity meets the standard set by their professional body. Endorsed activities or events are assessed against criteria to establish that they are well organised, meet legal requirements, and are based on up to date evidence.

Endorsement may also enhance the marketing of professional events, educational activities and products. The ACMHN maintains a list of all endorsed products on our website so you also receive additional marketing exposure for your product.

You can download your application kit at [here](#).

### Levels of endorsement

There are two levels of endorsement. **Level 1 Endorsement** applies to all educational events, products, and materials of relevance to mental health nursing, including but not limited to:

- Short courses

- Workshops
- Conferences
- Clinical manuals
- Multi-media products

### **Level 1**

Endorsement is provided to events, products and materials that are demonstrated to be relevant to the MHN audience and of high quality. Level 1 Endorsement does not provide a CPD points allocation.

### **Level 2**

Endorsement applies to events, products, and materials that are targeted toward and prepared specifically for mental health nurses at a postgraduate level and are deemed suitable Professional Development activities for Credentialed Mental Health Nurses. Level 2 Endorsement provides CPD points allocation.

### **How to apply**

Fill in the Endorsement Application form – either Level 1, or, for Level 2 complete both Level 1 and Level 2 criteria. Attach all required information and documentation. Submit your application by email or in hard copy. Applications must be accompanied by the non-refundable administration fee.

### **Who are the assessors?**

Endorsement assessors are members of the ACMHN with expertise in their field of specialisation, education and the endorsement principles.

### **What is the assessment timeframe?**

Assessors undertake this important work on a voluntary basis, in addition to the responsibilities of their employment. Provided an application is correctly

completed and includes all the necessary supporting documentation, notification of an outcome would ordinarily be received within 6 weeks of an application being submitted.

### **What happens once an endorsement application has been assessed?**

Following completion of an endorsement application, the applicant will receive notification of the outcome from the ACMHN.

If your product is endorsed, you will be required to pay the endorsement fee.

You will be able to provide a short description of the product for the ACMHN website. Applicants will also be given advice regarding the use of the specific wording/logo to be used in promotional and marketing material.

### **For how long is endorsement valid?**

Activities and other products can be endorsed for a period of 1, 2 or 3 years. In the case of educational products and materials, a change in content of more than 10% will require the submission of a new application for endorsement.

Endorsement for events (such as a conference) is for the duration of that event and lapses once the event has taken place.

The ACMHN reserves the right to deny endorsement at Level 1 or Level 2 should it be considered that requirements for endorsement have not been met. In addition, endorsement may be withdrawn at any time should it be considered that the educational event, product or materials being delivered have been substantially altered so as not to be consistent with the original application under which endorsement was awarded.

## Terms & conditions

Advertising is accepted for ACMHN publications subject to the terms and conditions set out here:

- All communications, artwork bookings, and alterations must be in writing by way of email to [communications@acmhn.org](mailto:communications@acmhn.org).
- Changes to current listing cannot be done on more than two occasions except for changes on the expiry of the job advertisement.
- Changes done to current advertisement may attract additional charges.
- All cancellations must be received in writing.
- The publisher is the ACMHN Board of Directors. The publisher reserves the right to refuse to publish or republish any advertisement, without explanation for such action.
- The word 'advertisement' will be placed on advertising, which, in the publisher's opinion resembles ACMHN editorial style or could be mistaken by readers for editorial material.
- The publisher shall not be liable in any manner for any loss or damage whatsoever to any negatives, artwork, disk or other materials the property of the advertiser which may be deposited with the publisher for the purpose of fulfilling this order, and such materials shall, at all times, and in respect of all things, remain at the risk of the advertiser.
- All orders are subject to rate adjustments that occur during the period of the order.
- It is the responsibility of the advertiser or advertising agent to notify the publisher immediately of any error as soon as it appears otherwise the publisher accepts no responsibility for republishing such advertisements.
- The advertiser hereby indemnifies and agrees to hold indemnified the publisher, its servants and agents, against all liability claims or proceedings whatsoever which may arise from the publication of any material pursuant to the order, and in particular but without limiting the generosity of the foregoing, indemnify and hold indemnify each and all of them against any action for defamation, discrimination, slander of title, breach of copyright or infringement of any trade mark, name or Description, invasion of privacy or for any action under or for any or breach of any provision of any State or Territory fair trading legislation or the Trade Practices Act, 1974.
- Rates are current at 1 August 2021 and may be subject to change.