



Advertising and promotion with ASLIA

ASLIA offers a limited range of opportunities for you to advertise or promote your products, services and activities. For ASLIA to promote such products, services and activities, they must be in line with our strategic values, of benefit to the deaf community, and the promotion of the Auslan interpreting industry. There are three ways in which you can seek ASLIA's support – either as a corporate member, event sponsor or a paid advertiser.

We are able to advertise:

- Job opportunities that follow appropriate remuneration and working conditions for interpreters, and where applicable, abide by the ASLIA Guidelines specific to that setting.
- Training opportunities with reputable trainers and/ or organisations that are formally recognised with clearly identified outcomes.
- Events that are of benefit to the deaf community, where interpreters are encouraged to attend.
- Advertisements that are in line with the strategic values of ASLIA, and complimentary to ASLIA's goals.
- Advertisements that are in line with the look and feel of the platform where advertising is sought.

We are not able to advertise:

- Direct requests for interpreter bookings (for e.g. NDIS or urgent assignments).
- Job opportunities that do not follow appropriate remuneration and working conditions for interpreters, nor follow ASLIA guidelines specific to that setting.
- Training opportunities that are not delivered by recognised or reputable trainers and/ or organisations, or those that appear to be in competition with ASLIA events.
- Advertisements or messages that are not in line with the strategic values of ASLIA and have conflicting goals to ASLIA.
- Advertisements that are not in line with the look and feel of the platform where advertising is sought.

Please note that not all opportunities may be available or appropriate at any given time, and that priority will be given to corporate members.

Listed below are the platforms where you may wish to promote or advertise.

e-newsflash

e-Flashes are electronic messages sent to our mailing list comprising of 430+ members across Australia. This is distributed on a minimum monthly basis in addition to urgent announcements.

aslia.com.au website

Advertisements will be placed on selected pages on our website, specifically the news section of ASLIA's home page.

Facebook

Our Facebook page is where most ASLIA members engage with us and receive their news. ASLIA can share your posts on one occasion, if it aligns with the criteria set out above. This is a free of charge opportunity and exclusive to corporate members in the first instance, then affiliated not-for-profit organisations or stakeholders (for example, Deafblind support groups, WASLI, Deaf Australia, WFD and local deaf social and sporting clubs).

ASLIA Blog – “Debrief”

This new platform will launch in February and is a refreshed version of the former ASLIA E-Update. The blog will be updated monthly to include content created by members. The benefits of this new platform include:

- Format of advertisements is to be determined once design is confirmed by editorial team and ASLIA Board.
- Monthly reporting to advertisers of clicks, unique views and more
- Note: advertisers are unable to pay for content of the blog

To book an advertisement, arrange a promotion, join as a media sponsor or ask any questions, please contact the ASLIA Manager on manager@aslia.com.au.

Advertising Fees:

- Media sponsors receive advertisement as part of their fee and pay \$100 each for subsequent e-newsflash
- Other Universities and TAFE colleges: \$200 per e-newsflash
- Private Providers (subject to prior approval by Board Directors): \$300 per e-newsflash and/ or blog promotion