



Media Kit

Healthy Kids Association
Advertising opportunities

2018

Healthy Kids

2018 Print & Web Advertising



NSW ONLY
Everyday



Green



NSW ONLY
Occasional



Amber

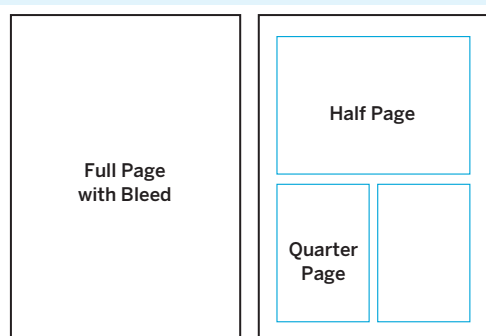
Size/Position	Healthy Kids Members' Magazine	2018 NSW Only Buyers' Guide	Both 2018 Buyers' Guides (NSW only + ACT/NT/QLD/SA/TAS/VIC)
Inside Back Cover – Full Page	\$2,350	\$3,510	\$5,400
Full Page – Inside Only	\$2,050	\$2,665	\$4,100
Half Page – Inside Only	\$1,350	\$1,690	\$2,600
Quarter Page – Inside Only	\$700	\$870	\$1,350
A4 or A5 Insert	POA	POA	POA
Healthy Kids Website	\$600 per month		

All prices exclude GST. * If you are advertising food and beverage products with Healthy Kids, book your advertising on your registration application form to save 10% on these prices.

Booking and Artwork Deadlines

2018 Publication	Booking Deadline	Material Deadline
January 2018 Buyers' Guide	3 November 2017	15 November 2017
January 2018 Healthy Kids Members' Magazine	17 November 2017	24 November 2017
July 2018 Healthy Kids Members' Magazine	21 May 2018	1 June 2018
Healthy Kids Website	Bookings are available on a monthly basis, please call Healthy Kids on 02 9876 1300	

Technical Specifications



Full Page with Bleed

210mm wide x 297mm high
+ 3mm bleed

Half Page

190mm wide x 135mm high
(no bleed, no printers marks)

Quarter Page

92mm wide x 135mm high
(no bleed, no printers marks)

- Only artwork approved by Healthy Kids will be published
- Final artwork should be supplied as a press-ready (high resolution, CMYK) PDF will be given with booking.
- Any use of the Healthy Kids Registered Product Logo requires a signed licence deed agreement



**For bookings and information call 02 9876 1300
or email info@healthy-kids.com.au**

Please Note: Companies wishing to book an insert must design, print and deliver their Healthy Kids approved advertisement to our mailing house. Further details on inserts will be given with booking.

Advertising Cancellation Policy

Bookings are only valid once a signed booking form or booking on the registration application form has been received.

Once a booking form has been received, an invoice will be issued and must be paid by the due date. Failure to do so will result in removal of the advertisement from the publication and a cancellation fee of 50%. Once the booking deadline has passed, companies cannot cancel their advertisement without payment of the 50% cancellation fee. Once the material deadline has passed companies cannot cancel their

advertisement without full payment of the booking.

Conditions of advertising

Food and drink products must be registered with Healthy Kids to be advertised in our HKA publications and website. Non-food companies that have products and/or services suitable for school canteens may also advertise with HKA following an approval process.

Healthy Kids Registered Products: Advertising Guidelines

PART A. Advertising Design and Wording Guidelines for Promotion of Healthy Kids Registered Products in any Publication

1. Advertisement Approval

ALL proposed reproductions of the Healthy Kids Registered Product Logo or references to Healthy Kids Registered Products, Healthy Kids or to the Healthy Kids Association (HKA) on advertising material (for example: display material, point of sale material, print advertising, educational or training materials, media releases, editorials and recipes and information published on websites) **must** be submitted to HKA for approval in writing, prior to printing and distribution. Please allow plenty of time for advertisement approval from HKA prior to your printing or publication deadline, as you may be required to make amendments to the advertisement before HKA approval can be given. To speed up the approval process, please follow the guidelines in this document.

HKA approval of advertisements will be valid for the current period of registration only. Should approval not be sought prior to production, HKA may enforce full recall and correction of any materials. Any changes or amendments to a previously approved advertisement must be submitted to HKA for approval. Please contact the HKA office: ☎ 02 9876 1300 E: info@healthy-kids.com.au

HKA **reserves the right to not approve** any material bearing the Healthy Kids Registered Product Logo, or referring to HKA in any way, or which is for use in a HKA publication, or on the HKA website. An advertisement may not be approved if (this list is not exclusive):

- The advertisement does not follow **the Healthy Kids Advertising Design and Wording Guidelines** outlined in this document
- The **Conditions of Use of the Healthy Kids Registered Product Logo** are not adhered to (see Part C)
- The **Healthy Kids name** is misused
- HKA deems the advertisement **misleading** in any way
- Foods not permitted by state government healthy school canteen guidelines are used in association with Healthy Kids Registered Products, the Healthy Kids Registered Product Logo or the Healthy Kids name.
- The advertisement **does not align** with the HKA **mission** to promote and influence healthy food choices for children.
- The advertisement does not comply with the Food Standards Code Nutrition, Health and Related Claims (Standard 1.2.7).

2. Advertisement Design Guidelines

To ensure your advertisement is approved please follow the design guidelines below. If you do not follow these guidelines you may be required to make amendments to your advertisement before it can be approved. When preparing your advertisement, please ensure that:

- If referring to the GREEN or AMBER colour code, or EVERYDAY or OCCASIONAL classification of the Healthy Kids Registered Product, only the classification assigned by the Healthy Kids Product Registration Scheme is used. (From 2017 GREEN or AMBER colour coding cannot be used in relation to HKA product registration for NSW).
- When advertising non-registered products along with Healthy Kids Registered Products, the distinction between Registered and non-Registered Products is very clear.
- There are no references (images or statements) to products not permitted by government healthy school canteen guidelines
- All advertisements meet the requirements of the appropriate regulatory bodies e.g. Trade Practices Act. All statements referring to nutrient or health claims (e.g. low sodium, low fat etc) are as permitted under Food Standards Code 1.2.7 Nutrition, Health and Related Claims and carry comparator statements where required.
- Statements or images accompanying advertising are ethical and carry no disparagement of another product and are not exaggerated, misleading, open to misinterpretation, or contrary to accepted proven facts. Approval will not be given to any advertisement that HKA deems misleading in any way.
- When referring to Healthy Kids Registered Products, the registered serve size and flavour/variety is clear.
- The Healthy Kids Registered Product Logo can only be used on advertisements, advertising and point of sale material including hard copy, digital, online or web-based. It **excludes** usage and reproduction on any packaging or labels. If you wish to use the logo in any advertising or promotion of Healthy Kids registered products please request a copy of the Registered Product Logo licence deed agreement by contacting the HKA office: ☎ 02 9876 1300 E: info@healthy-kids.com.au
- If using the Healthy Kids Registered Product Logo, the applicable 'GREEN', 'AMBER', 'EVERDAY' or 'OCCASIONAL' logo must be used. The only time the plain Registered Product Logo will be accepted is when multiple products of different classifications are displayed in the one advertisement (see approved display options on pg 4).
- The Conditions of Use of the Healthy Kids Registered Product Logo are adhered to (see Part C).
- The Healthy Kids Registered Product Logo Specifications are adhered to (see Schedule 2 of the Healthy Kids Registered Product Logo licence deed agreement).
- All company contact details are correct, as proofing contact details is not part of the HKA advertisement approval procedure.

3. Wording Guidelines

To ensure your advertisement is approved please follow the wording guidelines below. If you do not follow these guidelines you may be required to make amendments to your advertisement before it can be approved by HKA.





When referring to:	Please Use: ✓	Please DO NOT Use: ✗
Healthy Kids Association	Healthy Kids Association OR Healthy Kids	NSW School Canteen Association OR Healthy Kids School Canteen Association
Healthy Kids Product Registration Scheme	Healthy Kids Product Registration Scheme	
Registered product(s)	Healthy Kids Registered Product(s)	School Canteen Approved OR Approved by Healthy Kids OR Approved for sale in school canteens OR School Canteen Registered Products
Your company's registered Product(s)	The product name, flavour/variety and size that is on your certificate	Other flavours, varieties or serve sizes
When describing:	Please use: ✓	Please DO NOT Use: ✗
A registered product's colour or classification	Outside of NSW: Healthy Kids Registered Amber (Product) OR Healthy Kids Registered Green (Product) In NSW: Healthy Kids Registered Everyday (Product) OR Healthy Kids Registered Occasional (Product) OR Healthy Kids Registered Essential Shopping List Ingredient (Product)	Products have been given the Green tick OR Green light registered OR Green light tick OR Products have been given the Amber tick OR Amber light registered OR Amber light tick OR Everyday tick Or Occasional tick
The Healthy Kids Product Registration Scheme	The Healthy Kids Product Registration Scheme registers products that meet the state/territory specific healthy school canteen strategies, and where appropriate the Healthy Kids Nutrient Criteria.	

Description of Healthy Kids or the Healthy Kids Product Registration Scheme, please use the following as a guide.


"Schools across Australia are looking for healthy food and drinks to sell in their canteens and rely on the Healthy Kids Product Registration Scheme to assist them. The Healthy Kids Product Registration Scheme is the leading food and drink registration program for school canteens. It is highly regarded and trusted by Canteen Managers to assist them to make healthy choices, easy choices. School Canteen Managers can be confident that Healthy Kids Registered Products have been independently assessed by the Healthy Kids dietitians and nutritionists; meet the relevant state/territory specific healthy school canteen guidelines; and where appropriate the Healthy Kids Nutrient Criteria; and are better choices for their school canteen".

4. Healthy Kids Registered Product Logo - approved visual display options


OPTION 1

Advertising in NSW	Advertising in ACT, NT, Qld, SA, Tas or Vic
 	 

OPTION 2

	<p>Where products are classified differently under the various state government healthy school canteen guidelines or registered only for some states, information must be provided on the promotional material that clearly shows in which states the product registered.</p>
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OPTION 3

	<p>To be used for advertisements showing multiple Healthy Kids Registered Products of different classifications, and where products are colour coded differently by the individual state government healthy school canteen guidelines.</p>
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5. Competitions Involving Healthy Kids Registered Products

Competitions promoting products directly to children, can only refer to HKA, or use the Healthy Kids Registered Product Logo, if the products are Healthy Kids registered GREEN or EVERYDAY products. Therefore no competitions promoting Healthy Kids registered AMBER or OCCASIONAL products directly to children, can refer to HKA, use the Healthy Kids Registered Product Logo or be used in HKA publications or on the HKA website.

PART B. Conditions of Advertising in Healthy Kids Publications

Healthy Kids Registered Products may be advertised in the Healthy Kids School Canteen Buyers' Guide, the Healthy Kids Members Magazine and on the Healthy Kids website. Please refer to the HKA Media Kit (page 1-2) or contact HKA for full details regarding technical specifications, closing dates and costs. Please follow the steps below to ensure that your advertisement is published successfully.

1. Booking

Bookings are not confirmed until a booking form, or booking page on the Healthy Kids Product Registration Scheme application form, has been completed, signed and returned to HKA. Booking forms are available on the HKA website or by contacting the HKA office via ☎ 02 9876 1300 or E: info@healthy-kids.com.au

2. Advertising Approval

ALL advertisements must be submitted to HKA for approval in writing, prior to publication. HKA reserves the right to accept or reject any advertisement, which is for use in any of the HKA publications or website. Please ensure your advertisement is submitted for approval well before the material deadline, as **only approved advertisements will be published**. To ensure your advertisement is approved in time for publication, please follow the guidelines outlined in this document.

3. Advertisement Design Guidelines for HKA Publications

To ensure your advertisement is approved please follow the wording and design guidelines below. If you do not follow these guidelines you may be required to make amendments to your advertisement before it can be approved by HKA. When preparing your advertisement, please ensure that:

- **ONLY Healthy Kids Registered Products are included.** Your advertisement will not be approved for use in a HKA publication, or for use on the HKA website, if it includes products that are not Healthy Kids Registered Products, other than generic foods (e.g. fruits, salad).
- The only school canteen association logo included is the **Healthy Kids Registered Product Logo**.
- The **Advertising and Wording Guidelines for Promotion of Healthy Kids Registered Products in any Publication** (Part A) are adhered to.
- The **Conditions of Use of the Healthy Kids Registered Product Logo** (Part C) are adhered to, if you are using the Healthy Kids Registered Product Logo.

4. Advertising Cancellation Policy

Bookings are only valid once a signed booking form, or booking page on the Healthy Kids Product Registration Scheme application form, has been received. Once a booking form has been received, an invoice will be issued and must be paid by the due date. Failure to do so will result in removal of the advertisement from the publication and a cancellation fee of 50% being issued. Once the booking deadline has passed, companies cannot cancel their advertisement without payment of the 50% cancellation fee. Once the material deadline has passed companies cannot cancel their advertisement without full payment of the booking.

5. Payment

An invoice for advertising will be issued at the time of booking. Please ensure that the invoice is paid promptly. HKA reserves the right to not publish advertisements if registration, advertising or other fees or invoices remain outstanding beyond the material deadline.

PART C. Conditions of Use of the Healthy Kids Registered Product Logo

1. Companies are required to have a signed **licence deed agreement** in place before use of the Healthy Kids Registered Product Logo is permitted.
2. The Healthy Kids Registered Product Logo can only be used on advertisements, advertising and point of sale material including hard copy, digital, online or web-based. **It excludes usage and reproduction on any packaging or labels.**
3. ALL proposed reproductions of the Healthy Kids Registered Product Logo must be submitted to HKA for **approval in writing prior to printing**. HKA reserves the right to accept or reject any material bearing the Healthy Kids Registered Product Logo, or which refers to HKA in any way. Should approval not be sought prior to production, HKA may enforce full recall and correction of any materials. Any changes or amendments to an approved advertisement or web page must be submitted to HKA for approval.
4. The approval of advertisements or web pages using the Healthy Kids Registered Product Logo or HKA name will be valid for the **current period of registration only**.
5. The Healthy Kids Registered Product Logo can only be used in association with **currently Registered Products**. Registered Products are those that have been issued a current Registration Certificate.
6. The Healthy Kids Registered Product Logo must not be used in a way that is misleading, or likely to adversely affect the interests of HKA or the Healthy Kids Product Registration Scheme.
7. Healthy Kids Registered Product Logo Specifications must be adhered to (see Schedule 2 of the logo licence deed agreement).
8. The Healthy Kids Registered Product Logo may not be associated with any non-registered product/recipe, or the company in general.
9. **Penalties:** Any company using the Healthy Kids Registered Product Logo in any unauthorised way will, without further notice from HKA, forfeit all their Company Registration and Product Registration entitlements without refund of fees. In addition, school canteens will be notified that the company's products have been de-registered by HKA. For companies without currently Registered Products, HKA may enforce full recall and correction of any materials. Please see the Healthy Kids Registered Product Logo licence deed agreement for further details.

Part D: Healthy Kids website advertising 2018

About us

Our website, www.healthy-kids.com.au remains the primary destination for canteen managers seeking information and advice on how to create healthy canteens.

The website enjoys approximately 103,000 page views and 43,000 unique visitors every month, and we're very active on social media which is a strong driver of traffic to our website. We have more than 6,000 Facebook followers and 2,000 followers on Twitter.

Our audience is highly engaged and dedicated to creating not only healthy canteens, but successful canteens. That's why our website is a mix of healthy eating messages, recipes and nutrition myth busting, along with practical advice and tips on how to run a successful food service business.

We only accept one website ad per month. This means you have the exclusive run of the website for an entire month, across all pages except our dedicated kids section (this section is educational only). Please ensure that the Conditions of Advertising in Healthy Kids Publications (Part B) are adhered to.

Current Placement

Ads appear on the right hand column of our website, just under the green sidebar, as you can see here: www.healthy-kids.com.au/school-canteens

Rates

Ads are \$600 + GST per month.

Specifications

276px x 400px maximum – the length of your ad is variable depending on your artwork.

JPEG, GIF, PNG and Flash – there is no video or sound capability on our ads.

Web-ready – no larger than 400MB in size.

Deadlines

Ads are generally due five working days before the first of each month. The exception is January 2018 – due 18 December 2017.

Cancellations

Bookings are only valid once a signed booking form is received. Failure to provide a signed booking form will result in a void booking. Once the booking deadline has passed, companies cannot transfer nor cancel advertisements without payment of the 50% cancellation fee.