



Queensland Wildlife Rehabilitation Council Advertising Kit



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Petey the brushtail possum was orphaned at a young age. After 6 months of care from a QWRC wildlife carer Petey was released back into the wild. Image courtesy Petey's carer Sharon Trindorfer.



OUR MISSION

The Queensland Wildlife Rehabilitation Council (QWRC) directs, guides and improves standards and outcomes of native wildlife rehabilitation and release, throughout Queensland.



Petey the brushtail possum was orphaned at a young age. After 6 months of care from a QWRC wildlife carer Petey was released back into the wild. Image courtesy Petey's carer Sharon Trindorfer.

A VOICE FOR THE ANIMALS

Our Council consists of 11 elected representatives who support the wildlife permit holders in their region. Our Patron is Dr Jim Pollock OAM, and our Trustees are Glendell Appleford and Nikki Dawson.



We act as a **voice** for our members and ensure excellent welfare for native animals during and post rehabilitation.

Collectively we provide **advice** to government departments, assist with relevant legislation and develop standards and guidelines for the care of wildlife.

Our Council advances and promotes **community awareness**, interest and support for the welfare of native wildlife and conservation.

MEMBER

MAGAZINE RnR

Rehabilitate and Release (RnR) is a free digital magazine released each March and September by QWRC. RnR is a key communication tool for our wildlife carer members.

Health alerts and advice

Feature articles on carers

Wildlife legislation updates

Education and resource links



RnR READERS

Our members include



Independent carers



Wildlife Care Groups



Part time rescuers



Vet clinics



We range in ages from 16 to 78 years and can be found in

Cape York/Dry Tropics/Gulf
Wet Tropics/Cairns
Savannah/Townsville
Mackay/Whitsunday
Capricorn/Gladstone
Longreach
Wide Bay Burnett / Great Sandy
Southern Region
Toowoomba
Sunshine Coast
South East / Moreton Bay

Advertisers of animal products have a unique opportunity to connect with members seeking wildlife supplies resources and information.

Proceeds from advertising assist towards education for members and administration costs.



ADVERTISING CHANNELS



**DIGITAL
PUBLICATION**

WEB

RATES



FULL PAGE

Back Cover (colour)	\$30
Inside Cover (colour)	\$30
Colour	\$30



TWO THIRDS PAGE

Colour	\$25
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HALF PAGE (vertical)

Colour	\$20
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HALF PAGE (horizontal)

Colour	\$20
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THIRD PAGE

Colour	\$15
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SIZES AND BOOKING DEADLINES

Ad size	Height x Width	Summer Issue		Spring Issue	
		Booking deadline	Ad deadline	Booking deadline	Ad deadline
		Material deadline			
		Material deadline	Material deadline		
Full page	297mm x210mm	1 December	11 January	1 June	11 July
Half page horizontal	148mm x210mm	1 December	11 January	1 June	11 July
Half page vertical	148mm x105mm	1 December	11 January	1 June	11 July
1/3 page	99mm x210mm	1 December	11 January	1 June	11 July
2/3 page	198mm x210mm	1 December	11 January	1 June	11 July

- 1 Please send through your ad as a PDF
- 2 Use high resolution images
- 3 Indicate if any hyperlinks are used
- 4 Preferred video formats are .mov and .mp4



WEB

All advertisers are listed on the Queensland Wildlife Rehabilitation Council's website qwrc.org.au for **FREE** with a link to your website.

The "Affiliations" section of our website is freely accessible to members and the wider community, providing additional exposure for your products and services.

Queensland Wildlife Rehabilitation Council

Affiliations

The screenshot displays the 'Affiliations' section of the Queensland Wildlife Rehabilitation Council website. It features a grid of eight affiliate cards, each with a logo, name, image, and a 'Visit' button. The cards are:

- Tolga Bat Hospital**: Logo with a bat, image of bats in a cage.
- Wildlife Friendly Fencing**: Logo with a rabbit, image of a dog and a rabbit.
- RSPCA**: Logo with a paw print, image of a woman holding a dog.
- Wombaroo**: Logo with a koala, a grid of animal photos.
- Australian Wildlife Supplies**: Logo with a koala, image of a koala.
- FaunaOz Education**: Logo with a koala, image of a woman and a koala.
- Warm a Pet**: Logo with a dog and cat in a basket, image of a dog and cat.
- WA Poultry Equipment Coast to Coast Vermin Traps**: Logo with a chicken, image of various traps.

BOOKINGS & ENQUIRIES

Would you like to

**MAKE A BOOKING
SEND YOUR ADVERT THROUGH
ASK A QUESTION?**

We would love to chat with you.
Please contact the QWRC Editor at
Email editor@qwrc.org.au



Images: Front cover, Dave Pinson, Northern Brown Bandicoot. Page 3 Amber Dahlberg, Striped Possum. Page 3 Connie Pinson Boyd's Forest Dragon. Page 3 Connie Pinson Australasian Figbird. Page 5 Amber Dahlberg with Peregrine falcon in rehabilitation. Page 6 Connie Pinson, Tawny Frogmouth's. Page 8 Connie Pinson, Spectacled Flying Fox. Page 10 Connie Pinson Laughing Kookaburra