**Procedures for Placing Recruitment Advertising with the Master Media Agency**

1. The following is a general outline of procedures involved in placing online government recruitment advertisements. Entities are encouraged to familiarise themselves with any specific services or requirements that the Master Media Agency (MMA) may have.
2. It is imperative that adequate time is allowed for the preparation of advertising material, always taking into consideration placement deadlines. An account executive from the MMA can advise on flexibility within media deadlines, and will attempt to process late bookings or material alterations on an entity’s behalf.

**Initiating the Process**

1. The first step to initiate the recruitment advertising process is to contact the MMA and present them with a brief, outlining the budget, dates, position, information on the target audience and objectives of the advertising. At this stage, a discussion will take place with respect to the online coverage, content of the advertisement, the size, the placement and the budget. Your MMA account executive may also advise on appropriate regional, local and ethnic media, industry journals and any appropriate radio coverage.
2. For routine recruitment advertisements, an entity may not need to have this initial discussion. The MMA may assist an entity in the development of recruitment advertising templates and advise on such things as whether the copy supplied by the requesting entity would fit into a template.
3. A media plan may be provided by the MMA if required following the initial contact with the MMA, but is not commonly used for routine recruitment advertising.
4. Based on media costs and other fees that can be forecast, entities should be aware that the final cost of the advertisement is usually dependent on the size of the advertisement, the final copy used and the number of alterations that have been requested by the entity.
5. Once the entity has agreed on the proposed advertising, the entity must submit to the MMA a signed ‘Media Booking Authority’ form, authorising the MMA to commence the media buying process. Final media charges and production costs will be confirmed with a cost estimate, once copy and other material has been sent to the entity’s account executive.

**Delivering Advertising Copy**

1. All text and visual content for recruitment advertisements should be electronically delivered to the MMA. Any special requirements for the advertisement (e.g. logos, photos and graphics) should be delivered electronically in a format recommended by the MMA. Should there be any questions regarding the material, the entity should contact their MMA account executive.

**Approval**

1. Any artwork or copy will be sent to the entity for amendment or approval prior to publication. Written approval *must* be provided by the entity to the MMA before the MMA is able to authorise placement. It is the responsibility of the entity to ensure that the material content and booking is correct before signing the final proof. Approval to proceed will only be accepted by the MMA once a completed Media Booking Authority and relevant proofs have been approved.
2. Advice of any alterations to the advertisement copy may be made by email or telephone – depending on the complexity of the alterations. All alterations will result in an additional electronic proof being produced, ensuring the final material has always been viewed and approved by the entity. Unless there are major alterations, it is always preferable to make any changes to the proof received, rather than providing a new copy.

**Despatch**

1. It is important to note that adherence to media deadlines must include additional time for electronic transmission of the advertisement to the media. The MMA advises the entity to approve all advertising material *at least* two-hours prior to media deadlines, to ensure successful despatch and receipt of material.

**Deadlines**

1. It is recognised that the needs of the entity may result in short lead times, necessitating the fast turnaround of advertising material and bookings. However, the following points need to be taken into consideration when making bookings with the MMA:
   1. Availability in electronic media is subject to the level of demand at the time of booking. Prime placement is often reflective of advance booking notification.
   2. All media publish their cancellation deadlines, which can vary from 48-hours to eight weeks. It is important for the entity to advise the MMA’s account executive as soon as possible of the intention to cancel media. It is preferred that an entity advises first by telephone to initiate the process, and then follow up with written confirmation which supersedes the existing Media Booking Authority. Entities should note that some charges may apply for cancellations made after media deadlines.
   3. Bookings and material can be accepted up to 48-hours prior to insertion for most local, regional or rural newspapers. However, advance notice of forward bookings may enhance prime placement. It should also be noted that there are longer lead times for some pre-printed sections of newspapers.
   4. Magazine deadlines vary depending on the publication, but generally they require six to eight weeks advance notice for bookings and material.

**Master** **Media Agency Contact Details**

Telephone: 07 3105 3103

Client Service Director, Non-Campaign (Recruitment, Recruitment Program, Tender and Public Notice Advertising): [ausgov.noncampaign@umww.com](mailto:ausgov.noncampaign@umww.com)