

2021 Media Kit

As the official publication of the Australian Medical Association (South Australia), *medicSA* provides an excellent medium to communicate with the medical profession in South Australia.

A high-quality colour magazine, *medicSA* is published and distributed six times a year. It has been a valued source of information and entertainment for South Australian doctors for more than 20 years.

With articles written by doctors, for doctors, and content guided by an Editorial Committee of medical practitioners, *medicSA* contains a successful mix of material catering to the interests of the whole profession – general practitioners, specialists, urban and rural doctors, senior doctors, young doctors and medical students. It is also read by practice managers, medical practice administration staff, and general practice nurses.

Through advertising in *medicSA*, companies and organisations can reach this attractive and targeted demographic. The fact that a significant number of medical practices and individual practitioners turn to *medicSA* in order to communicate with the profession is testament to its influence and value.

Content

medicSA includes a wide range of content, such as:

- Features on issues in health
- Financial, industrial and practice advice
- Details of upcoming events
- Lifestyle articles and reviews
- Population health features
- Profiles and opinion pieces
- South Australian and national health news
- Medico-political articles.

Distribution

Four standard issues of *medicSA* (February, April, August and October) are distributed to Australian Medical Association (SA) members. Issues have a high repeat and multiple readership and are sent to medical practices, homes, hospitals and other organisations, as well as government departments, libraries, politicians and the media.

Twice a year, special 'bumper' editions of *medicSA* (June and December) are sent to all South Australian doctors and the health community (based on our most current data), as well as other subscribers, in a circulation list of more than 5,000. These issues offer an excellent opportunity to communicate with all South Australian medical practitioners and other healthcare professionals.

medicSA's usual length of 32 to 40 pages for a regular issue and 56 to 72 pages for special bumper issues is carefully judged to make it easily readable and to encourage members to peruse each issue from cover to cover.

For more information call the AMA(SA) on 08 8361 0100 or email medicSA@amasa.org.au.

Artwork specifications

Advertising artwork to be supplied as a CMYK or mono/greyscale press grade PDF with images and logos being of a resolution no less than 300ppi. Other formats such as PSD, PNG, TIFF, or EPS are acceptable if the same guidelines are followed.

Alternatively, artwork may be supplied as native Adobe InDesign, Illustrator, or flattened Photoshop formats with all fonts provided unless the file has been converted to paths, and all linked images provided unless they have been embedded in the native file.

If material is provided that requires typesetting and design layout, additional fees will apply.

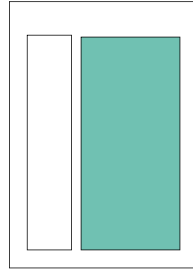


Display Advertising Sizes

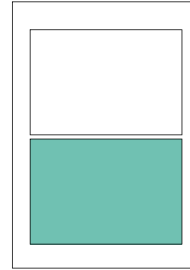
Full Page
210mm x 297mm
plus 3mm bleed all around



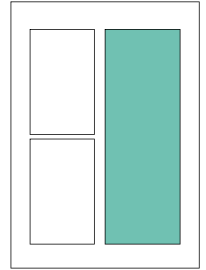
Junior Page
114.5mm x 248mm



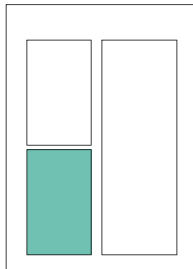
Half Page - Horizontal
174mm x 120mm



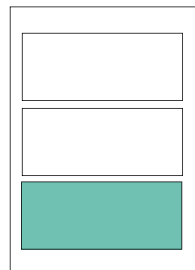
Half Page - Vertical
82.5mm x 248mm



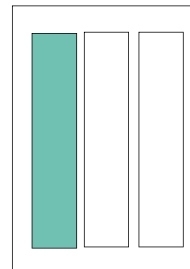
Quarter Page
82.5mm x 120mm



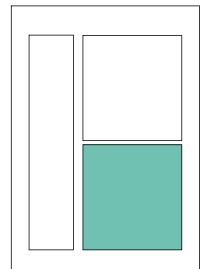
Third Page - Horizontal
174mm x 77mm



Third Page - Vertical
51mm x 248mm



Third Page - Block
114.5mm x 120mm



Display Advertising Rates

| Standard Issues | | Casual | 4 Issues |
|-----------------|--------|--------|----------|
| Full page | Mono | \$1462 | \$1309 |
| | Colour | \$1807 | \$1613 |
| Junior page | Mono | \$1188 | \$1076 |
| | Colour | \$1482 | \$1340 |
| Half page | Mono | \$934 | \$842 |
| | Colour | \$1167 | \$1066 |
| Third page | Mono | \$650 | \$579 |
| | Colour | \$812 | \$725 |
| Quarter page | Mono | \$513 | \$467 |
| | Colour | \$619 | \$579 |

| Bumper Issues | June and December |
|---------------------|-------------------|
| Full page colour | \$2101 |
| Junior page colour | \$1776 |
| Half page colour | \$1340 |
| Third page colour | \$944 |
| Quarter page colour | \$761 |

Position Loadings

| | |
|--------------------------------------|-----|
| Inside Front Cover or Back Cover | 20% |
| Inside Back Cover, Page 4, or Page 6 | 15% |
| Front 12 pages | 10% |

- Rates listed is the cost per issue and include GST.
- Media agencies commission will be reversed if payment is not received by invoice due date.

Classified Advertising Rates

| | AMA(SA) Member | Non-Member |
|--------------------------------|----------------|------------|
| 5 lines (25 words) or less | \$76 | \$152 |
| Six - ten (6-10) lines | \$152 | \$305 |
| Eleven - fifteen (11-15) lines | \$203 | \$406 |
| Sixteen - twenty (16-20) lines | \$228 | \$457 |

- Ads of more than 20 lines will not be accepted as classified ads but must be provided as display ads.
- A 15% loading applies to bookings in bumper issues (*June and *December), which are sent to all South Australian doctors and the health community.



Australian Medical Association (SA)
 PO Box 134, North Adelaide SA 5006
 Phone: 08 8361 0100 Fax: 08 8361 0199
 Email: medicSA@amasa.org.au

medicSA

Magazine of the Australian Medical Association (South Australia) Inc.

Display Ad Booking Form

Thank you for your interest in advertising in *medicSA*, the official publication of the Australian Medical Association (SA). To confirm your booking, please sign and return this form by email to medicSA@amasa.org.au.

Our standard issues are published in February, April, August, and October. Book all four standard issues to receive discounted pricing. 'Bumper issues' are published in June and December, with additional costs as specified in the 2020 media kit.

Display advertising booking deadlines are:

| <u>Deadline</u> | <u>Issue</u> | <u>Deadline</u> | <u>Issue</u> |
|-----------------|---------------|-------------------|-------------------|
| 20 January 2021 | February | 21 July 2021 | August |
| 17 March 2021 | April | 22 September 2021 | October |
| 19 May 2021 | June 'bumper' | 3 November 2021 | December 'bumper' |

Artwork is required seven days after the booking deadline for each month.

Booking Details

Media Agency

| | |
|----------------|--------------|
| Business Name | Contact Name |
| Postal Address | |
| Email | Phone |
| Linked URL | |

Advertising Requirements

| Issue | Size | Colour / Mono | Preferred Position (incurs loading) | AMA(SA) Office Use | | |
|-------|------|---------------|-------------------------------------|--------------------|-------------|----------------|
| | | | | Loading | Comm./Disc. | Total Inc. GST |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |

Print ready or 'finished' artwork should be supplied at the measurements specified in the 2020 media kit, in electronic format, and in CMYK colours, with all fonts and URLs embedded or supplied. Artwork should preferably be supplied as an EPS, TIFF or print-optimized PDF file (Microsoft Word or Publisher files are not suitable as finished artwork). If you are unable to provide print ready or 'finished' artwork, we can help with typesetting/design of your advertisement, but additional charges may apply.

Billing Details

NB. Media agencies discount will be reversed if payment is not received by invoice due date.

| | |
|---|--------------|
| Business Name | Contact Name |
| Email | Phone |
| Ref/Order N° | |
| If you wish to provide your credit card details | |
| Name on card | Expiry |
| Card No | CVV |

Terms and Conditions

- Cancellations can be made before the booking deadline without a cost being incurred (unless you have booked four standard issues or an artwork charge applies). If you cancel your booking after the booking deadline a fee may apply.
- The AMA(SA) accepts no responsibility for material published on behalf of the advertiser. It is the advertiser's responsibility to ensure that the advertisement is accurate and complies with relevant laws.
- The AMA(SA) reserves the right to refuse or withdraw from publication of advertising at any time.
- Bookings are invoiced per issue on publication, with payment required in seven days of date of invoice.
- Media agencies commission will be reversed if payment is not received by invoice due date.

I confirm that I wish to book the advertising specified and agree to the terms and conditions of advertising.

Signature:

Name:

Date:



Classified Booking Form

Thank you for your interest in placing a classified advert in *medicSA*, the official publication of the Australian Medical Association (SA). To book your classified advertisement in *medicSA*, complete this form and email it to medicSA@amasa.org.au.

Our standard issues are published in February, April, August, and October. Book all four standard issues to receive discounted pricing. 'Bumper issues' are published in June and December, with additional costs as specified in the 2021 Media Kit.

Booking Details

| | |
|----------------|---------------|
| Business Name | |
| Contact Name | AMA Member N° |
| Postal Address | |
| Email | Phone |

Classified Requirements

I wish to book the following issue/s:

- | <u>Issue</u> | <u>Deadline</u> |
|--|-------------------|
| <input type="checkbox"/> February | 20 January 2021 |
| <input type="checkbox"/> April | 17 March 2021 |
| <input type="checkbox"/> June 'bumper' | 19 May 2021 |
| <input type="checkbox"/> August | 21 July 2021 |
| <input type="checkbox"/> October | 22 September 2021 |
| <input type="checkbox"/> December 'bumper' | 3 November 2021 |

My preferred section is (please select one):

- Practice notes
- Practices for sale or purchase
- Rooms for sale or lease
- Positions vacant
- Work wanted
- Holiday accommodation
- For sale (general)
- Other

Classified Wording

Please type in the space below the wording you wish to appear. The style and appearance must be consistent with our usual style and will be reviewed in our internal proofing process. You will not need to approve a proof copy of the wording, but will be contacted with any queries.

Billing Details

| | |
|---|--------------|
| Business Name | Contact Name |
| Email | Phone |
| Ref/Order N° | |
| If you wish to provide your credit card details | |
| Name on card | Expiry |
| Card No | CVV |

Authorisation

I confirm that I wish to book the advertising specified and agree to the terms and conditions of advertising.

Signature:

Name:

Date:

