



medical FORUM

TWO DECADES OF INDEPENDENT HEALTH JOURNALISM IN WA

Media Kit 2025

AT *MEDICAL FORUM*, WE
ARE PROUDLY THE TRUSTED
PUBLICATION HOUSE FOR WA
HEALTH PROFESSIONALS –
AT THE FOREFRONT
OF NEWS AND CLINICAL
UPDATES THROUGH OUR
FLAGSHIP MAGAZINE
AND EVER-EXPANDING
RANGE OF DIGITAL AND
PODCAST OPTIONS.

ANDREA DOWNEY | MANAGING EDITOR



MEDICAL FORUM AUDIENCE STATS

MEDICAL FORUM IS AN INDEPENDENT MEDIA COMPANY IN WA FOR MEDICAL PROFESSIONALS - WE REPORT ON MEDICAL NEWS WITH A WA PERSPECTIVE ENGAGING WITH OUR READERS BEYOND THE NATIONAL SLANT.

With weekly and monthly digital and print touch points we connect you with GPs, specialists and other medical professionals across the state. We can help you to increase market share or tell your story to prescribers and referrers across metro and regional WA.



MONTHLY MAGAZINE

**The most read WA
medical print publication,**
FOR GPs AND SPECIALISTS

CIRCULATION
OVER 6,000
AHPRA VERIFIED
MEDICAL PRACTITIONERS

PUBLISHED MONTHLY
12 EDITIONS
EACH YEAR

DISTRIBUTED FREE
OF CHARGE TO
REGISTERED
DOCTORS IN WA

**LOCAL
SPECIALISTS**
ARE REGULAR
MONTHLY
CONTRIBUTORS



WEBSITE

8,000 VISITORS
EACH MONTH



PODCASTS

Custom created
BY DEDICATED
PRODUCER AND
LOCAL GP

WORK WITH
**HIGHLY
ENGAGED KOLS**
IN WA



ENEWS

**Weekly news sent
every Friday**



44%
OPEN RATE

7.8%
CTR STORIES

**Clinical Newsletter
Sent alternative
Wednesday**



33%
OPEN RATE

6%
CTR STORIES

PRINT – MAJOR PARTNERS

MAJOR PARTNERSHIPS

An opportunity to reach our readership over multiple channels and premium positions within your desired month.

Major Partnership offers these unique benefits:

- Strong branding – logo and listing on the Front Cover and Contents Page within the print edition and the electronic edition as a Major Partner
- One full page in a premier right hand position within the first 9 pages, with your logo and branding included
- Editorial-style artwork will be posted on the website as promoted clinical content
- Leaderboard on mforum.com.au website (ad rotates if more than one major partner)
- Assistance with artwork design and content if required.

Your investment for this partnership is \$3,750 + GST per edition



PRINT – DISPLAY, INSERTS & WRAPS

Print remains an important channel to engage with doctors, with 88% of our readers reporting that they read every edition. Print can help to build brand recognition, changing prescribing and referral behavior.

Medical Forum provides a unique take on the medical industry within WA, giving a voice to those working across the state, as a result our readership is highly engaged.

PRICE LIST

Outside back cover (OBC)	\$2,975
Inside front cover (IFC)	\$2,975
Inside back cover (IBC)	\$2,575
Double page	\$4,250
Full page	\$2,450
Half page	\$1,400
Page loading preferred position	+20%
Artwork design service	\$500

Wraps

Half height cover wrap	\$6,495
IFC gatefold	\$8,795

Inserts (does not include printing)

A5	\$3,000
A4	\$4,500

2025 THEMES

ISSUE	FEATURE
January	Summer edition
February	Cancer care
March	Surgery
April	Cardiovascular health
May	Women's health
June	Body & mind
July	Men's health
August	Cancer care
September	Respiratory health
October	Musculoskeletal medicine
November	Endocrinology/diabetes
December	Fertility & sexual health

All rates exclude GST

10% GST charged on invoice / 10% agency discount applies
10% discount for more than 3 bookings



SPONSORED CONTENT

WE OFFER MULTI-CHANNEL CONTENT CREATION OPPORTUNITIES TO REACH BOTH SPECIALISTS AND GPs WITHIN WA.

Our journalists can work with you to create unique content across our magazine, digital or podcast channels, or we can publish your content. Tell your story with our journalist flair.

Package with additional advertising within print and digital channels to create a multichannel campaign designed specifically for your WA audience. Content will be clearly marked as sponsored content.

MAGAZINE

Our monthly magazine reaches over 6,000 GPs and Specialists in WA every month, with an engaging blend of medical news, clinical updates, guest opinion, practice management and medical services. Our magazine is highly regarded with 88% reporting that they read most of every issue of the magazine.

We allocate up to 4 pages for sponsored content per issue

- Reach an engaged WA audience of GPs and Specialists
- Utilise independent WA specialists for a targeted state specific campaign
- Collaborate with our highly respected healthcare journalists
- Engage and build trust in your brand with educational content.

Single page	– Written in house by our editorial	\$3,700
Single page	– Content supplied	as per display
Double page	– Written in house by our editorial team	\$5,900
Double page	– Content supplied	as per display

***Our content creation products can be packaged with print and digital advertising options. Please discuss with our sales team for personalised package.**

To meet minimum PI requirements must be accompanied with a half page display booking.



So, what's your plan for the future?

We are all hard-wired to react to outside stimuli. Deep in our brain, the amygdala makes sure of that. This pre-wired structure has us ready to panic and fight, or run and hide, depending on what life throws our way.

By David Andrew

In the past few weeks, we have seen more financial markets get hit than in any other time in the history of the world. It's not unusual, it's just the way the world works. The global financial crisis and the subsequent economic downturn have been a stark reminder of the fragility of our financial systems. The global financial crisis and the subsequent economic downturn have been a stark reminder of the fragility of our financial systems.

These who achieve financial freedom are those who understand the challenges of the future. They need to be able to adapt to the changes in the market and the economy. They need to be able to adapt to the changes in the market and the economy.

The first step to achieving financial freedom is to understand the challenges of the future. They need to be able to adapt to the changes in the market and the economy. They need to be able to adapt to the changes in the market and the economy.

The second step is to create a plan. They need to be able to adapt to the changes in the market and the economy. They need to be able to adapt to the changes in the market and the economy.

The third step is to execute the plan. They need to be able to adapt to the changes in the market and the economy. They need to be able to adapt to the changes in the market and the economy.

The fourth step is to review the plan. They need to be able to adapt to the changes in the market and the economy. They need to be able to adapt to the changes in the market and the economy.

The fifth step is to adjust the plan. They need to be able to adapt to the changes in the market and the economy. They need to be able to adapt to the changes in the market and the economy.

The sixth step is to implement the plan. They need to be able to adapt to the changes in the market and the economy. They need to be able to adapt to the changes in the market and the economy.

The seventh step is to monitor the plan. They need to be able to adapt to the changes in the market and the economy. They need to be able to adapt to the changes in the market and the economy.

The eighth step is to evaluate the plan. They need to be able to adapt to the changes in the market and the economy. They need to be able to adapt to the changes in the market and the economy.

The ninth step is to report on the plan. They need to be able to adapt to the changes in the market and the economy. They need to be able to adapt to the changes in the market and the economy.

The tenth step is to conclude the plan. They need to be able to adapt to the changes in the market and the economy. They need to be able to adapt to the changes in the market and the economy.



Innovative therapy gives new hope for skin cancers

As the Australian population ages and life expectancy increases, so too does the incidence of non-melanoma skin cancer (NMSC). Studies now indicate that nearly 70% of Australians are expected to have at least one NMSC excised in their lifetime.

The predominant NMSC, basal and squamous cell carcinoma (BCC/SCC), currently have a good prognosis if diagnosed early. Excision or Mohs is the standard treatment for these skin cancers, offering the best chance of cure. However, the need for complete excision of BCC/SCC, particularly in the case of recurrent disease, can be challenging for patients and healthcare providers. The need for complete excision of BCC/SCC, particularly in the case of recurrent disease, can be challenging for patients and healthcare providers.

Excision of BCC/SCC is a surgical procedure that involves the removal of the cancerous tissue. The procedure is typically performed by a dermatologist or a plastic surgeon. The procedure is typically performed by a dermatologist or a plastic surgeon.

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SPONSORED CONTENT

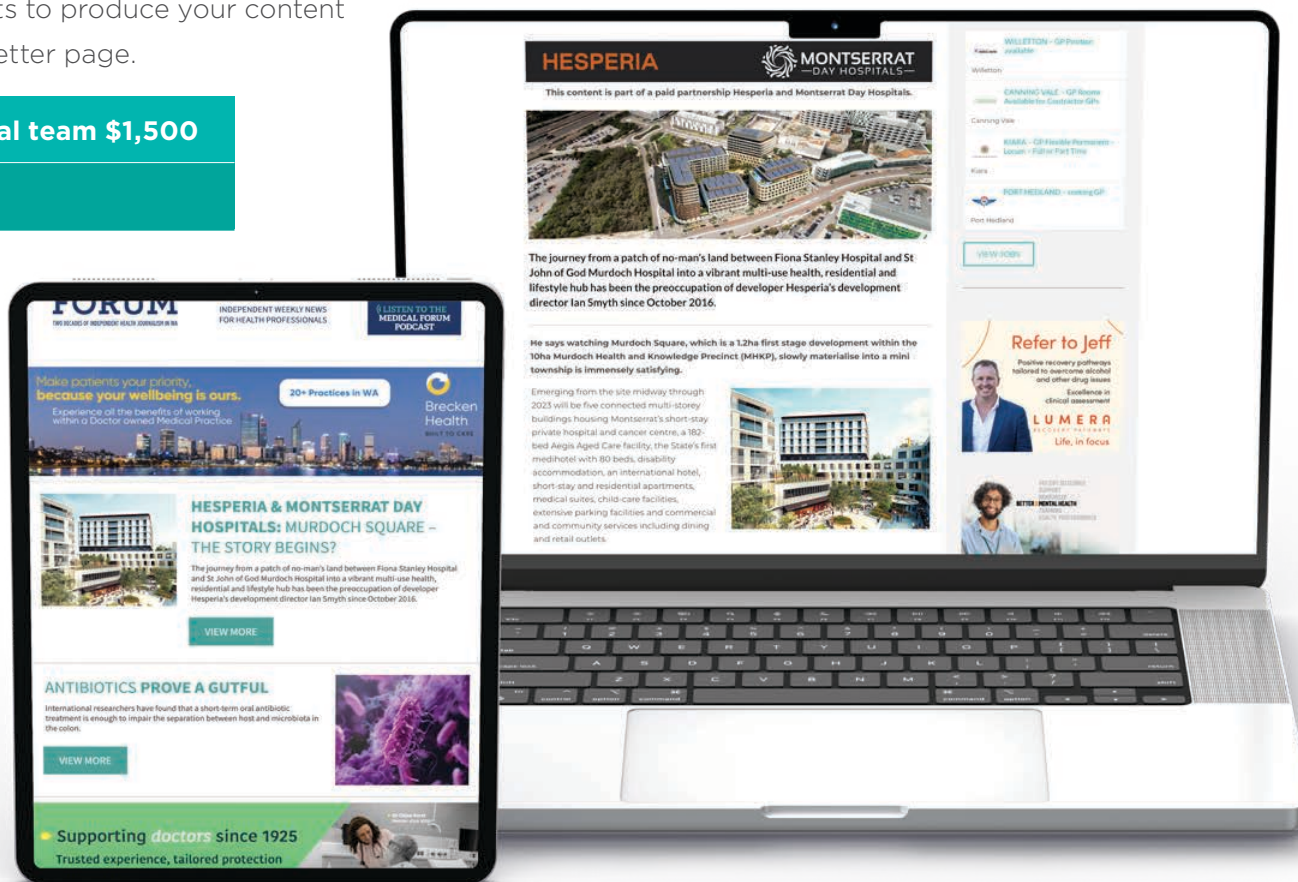
DIGITAL

Our weekly newsletter reaches 5000 with an above industry standard open rate of 44% and an average article CTR of 7.8%.

We only allow one sponsored article per newsletter

- Design content that builds brand awareness and addresses key knowledge points for referrers or prescribers
- Work with our highly respected healthcare journalists to produce your content
- Content housed on our website on dedicated newsletter page.

Newsletter article	Written in house by our editorial team \$1,500
Newsletter article	Content supplied \$1,000



ELECTRONIC DIRECT MAIL (EDM)

REACH OUR EXTENSIVE WA DATABASE OF GPs AND SPECIALISTS WITH YOUR OWN EDM, WE CAN TAILOR OUR SEND LIST TO THE AUDIENCE YOU WOULD LIKE TO READ YOUR SPECIFIC MESSAGE.

- Engaged database with above industry standards open rate
- Utilise your own existing content or work with our editorial team to create content for you
- Opportunity to readers to engage with downloads, links and registration forms
- Limited availability each month.

Full database \$6,500

Partial database – POA

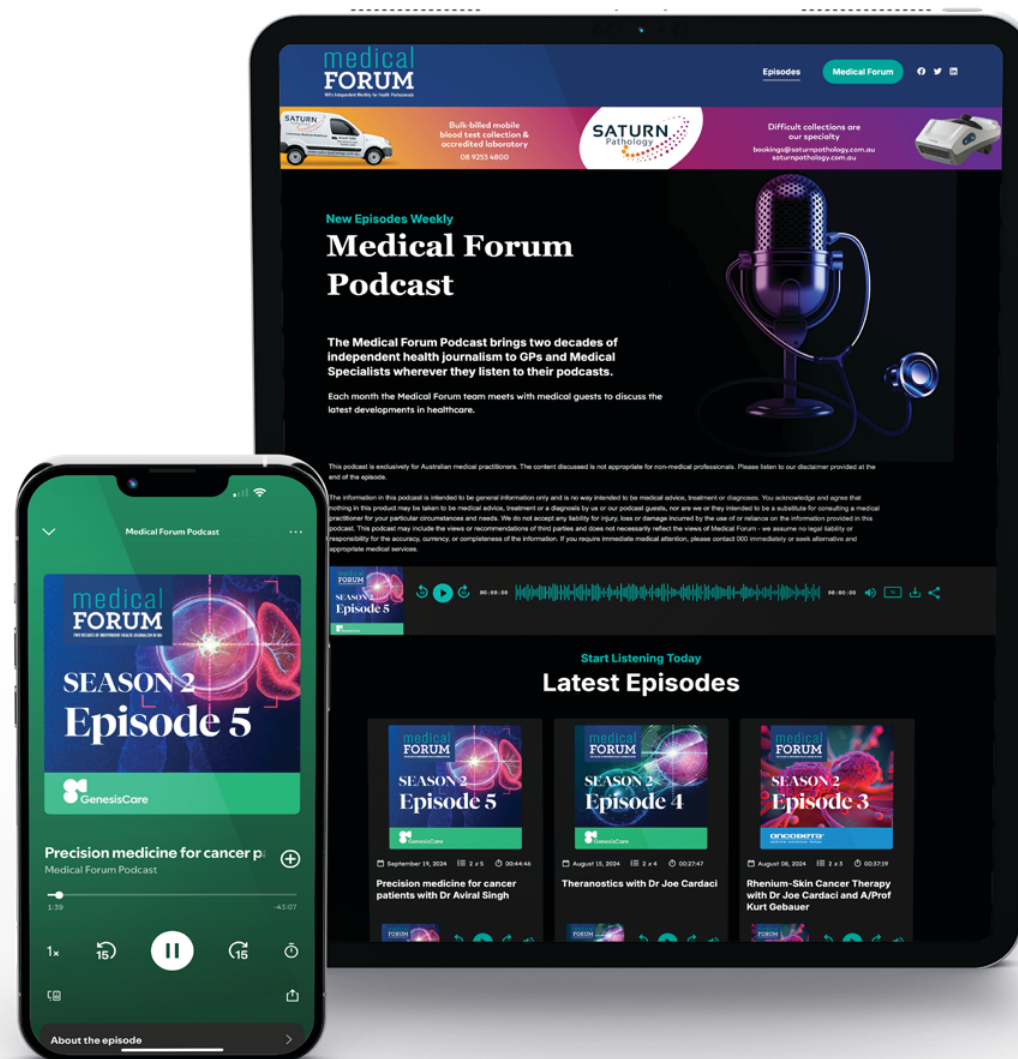


MEDICAL FORUM PODCAST

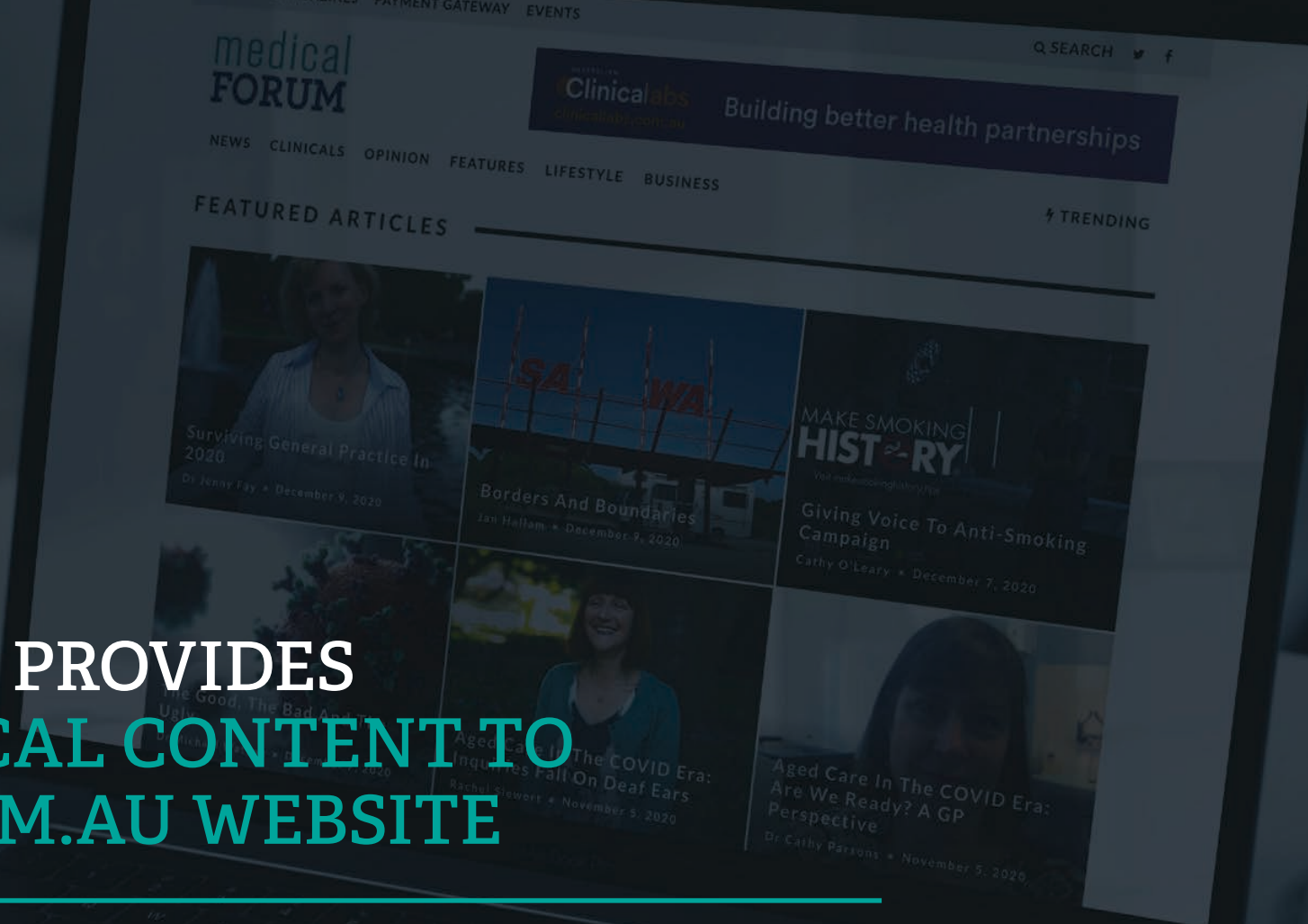
OUR PODCASTS CONNECT WA SPECIALISTS WITH LOCAL MEDICAL PRACTITIONERS, LEVERAGING OUR EXCELLENT ENGAGEMENT LEVELS WITHIN THE WA MEDICAL COMMUNITY.

- Utilise independent WA specialists and a platform with high engagement with medical professionals in WA
- Design educational content that helps your product or service grow
- Sent through our weekly newsletter
- Use the content with your own database
- Podcast housed on our dedicated podcast page
- Dedicated podcast team
- Short and long form options.

30 minute long-form	\$3,500
15 minute short-form	\$2,500



MEDICAL FORUM PROVIDES
NEWS AND TOPICAL CONTENT TO
THE MFORUM.COM.AU WEBSITE



DIGITAL

REACH OUR EXTENSIVE WA DATABASE OF GPs AND SPECIALISTS WITH OUR TWO EMAIL NEWSLETTER PRODUCTS.

E-NEWSLETTER WEEKLY

Top banner	\$2,000
Middle banner	\$1,500
Bottom banner	\$1,300

Casual monthly rate for 4 sends per month

CLINICAL FORTNIGHTLY

Top banner	\$2,000
Middle banner	\$1,500

Casual Monthly rate for 2 sends



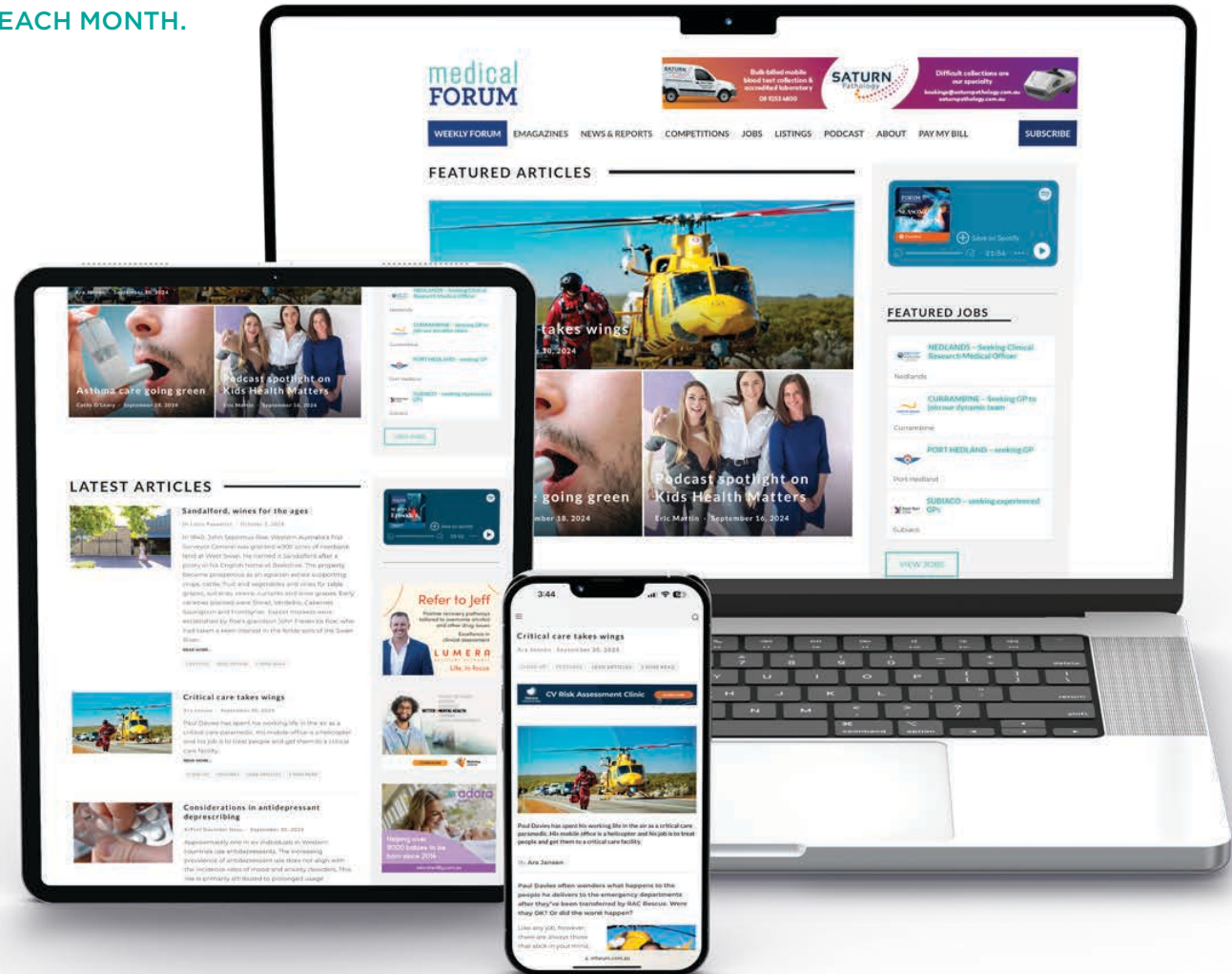
DIGITAL WEBSITE ADVERTISING

OUR WEBSITE RECEIVES ON AVERAGE 8000 VISITORS EACH MONTH.



We offer several solutions to engage with these visitors:

Leaderboard	\$1,100
Inpost	\$995
MREC	\$550



CLINICAL SERVICES DIRECTORY (CSD)

A TRUSTED SOURCE OF INFORMATION FOR PATIENT REFERRALS. OUR CLINICAL SERVICES DIRECTORY KEEPS WA REFERRERS UPDATED WITH WHO'S CONSULTING AT YOUR PRACTICE AND THE SERVICES YOU OFFER. KEEPING YOUR SERVICE FRONT OF MIND WITH OUR READERS.

Our directory helps you stand out from the crowd and highlight your point of difference, new services or new location.

Your listing will appear:

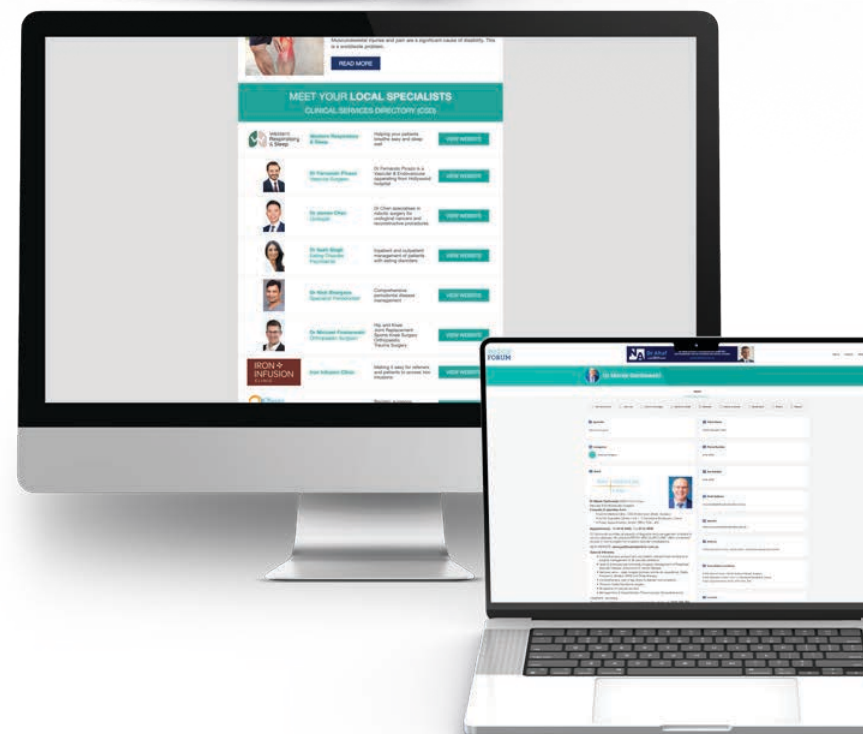
- In Magazine - both print and digital
- On the CSD Website
- Quarterly listing in our Clinical E-newsletter directing HCPs directly to your website

Benefits:

- Direct communication of your practice details with HCPs across the state
- Trusted back-link increasing your websites SEO
- Additional google listing with your CSD page

We understand that all practices are unique so we have a tailored product for you that helps to differentiate your service and build brand awareness with our readership. Talk to our team about a directory solution that suits your needs.

GOLD PACKAGE	SILVER PACKAGE	BRONZE PACKAGE	STRIP LISTING
90(w)x 250(h) mm advert size	90(w)x 120(h) mm advert size	90(w)x 60(h) mm advert size	90(w)x 22(h) mm advert size
\$1,100 per month x 12 month	\$580 per month x 12 months	\$330 per month x 12 months	\$100 per month x 12 months





THE CLASSIFIED ADVERTISEMENTS SECTION IS YOUR COST-EFFECTIVE GATEWAY TO **SHOWCASE JOB LISTINGS** AND **REAL ESTATE** TO THE MEDICAL COMMUNITY IN WA

CLASSIFIEDS

CLASSIFIEDS CATEGORIES

- Positions Vacant (Urban or Rural)
- Locums Wanted
- Practices or Rooms for Lease
- Practices For Sale
- Equipment for Sale or other General classified ads.

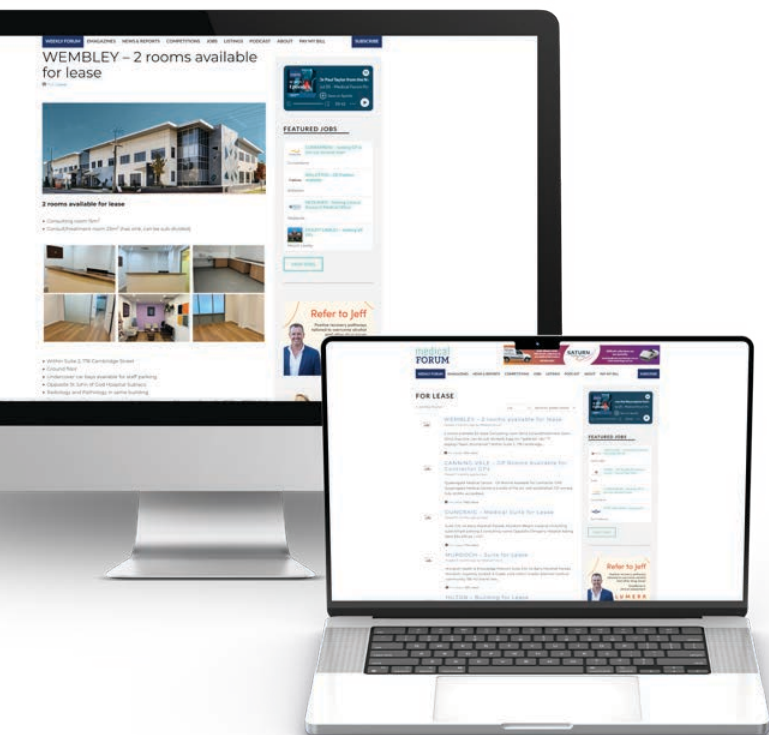
CLASSIFIEDS OPTIONS

- **Lineage advertisement**
under various categories
- **Display classifieds**
in four sizes for greater impact
- **Digital newsletter banner**
(4x sends).

CLASSIFIEDS PRICING OPTIONS

Full Page 184(w) x 271(h)	\$2,160
Half Page 184(w) x 125(h)	\$1,215
Quarter Page 90(w) x 135(h)	\$607
Lineage	from \$330
Digital banner 4x sends	\$890

All prices exclude GST



PROMOTIONAL MATERIAL



WALL PLANNER

HAVE YOUR BRAND SIT ON THE WALL OF SPECIALIST, GP AND HOSPITAL ADMINISTRATION OFFICES ALL YEAR.

TOP BANNER
\$15,000

LARGE
\$5,000

<div> <div>medical FORUM</div> <div>2024 WALL PLANNER</div> <div> Phone: 08 9203 5222 Email: info@mforum.com.au www.mforum.com.au </div> </div>												
<div> <div> /medicalforumwa /medicalforum_ /medical-forum-wa-magazine </div> </div>												
MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT
JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	
1			1			1			1			
2			2	World Autism Awareness Day		2			2			
3			3	1	GP Education - ENT				3			
4	1		4	2		4	1		4			
5	2	1	5	3	World Kidney Day	5	2		5	1		
6	3	2	6	4	World Cancer Day	6	3		6	2		
7	4	World Cancer Day	7	World Health Day	7	4	1	Father's Day	7	3	1	
8	5	4	8	5	6	5	8	5	8	4	2	
9	6	5	9	6	7	6	9	6	9	5	3	
10	7	6	10	8	8	7	10	7	10	6	4	
11	8	7	11	9	9	8	11	8	11	7	5	
12	9	8	12	10	10	9	12	9	12	8	6	
13	10	9	13	11	11	10	13	10	13	9	7	
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21	18	17	21	19	19	18	21	18	21	17	15	
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30	27	26	30	28	28	27	30	27	30	26	24	
31	28	27	31	29	29	28	31	28	31	27	25	
	29	28		30	30	29		29		28	26	
	30	29		31	31	30		30		29	27	
	31									30	28	
											31	

PUBLIC HOLIDAYS				SCHOOL TERMS				SCHOOL HOLIDAYS			
New Year's Day - 1 January	Good Friday - 29 March	Anzac Day - 25 April	Christmas Day - 25 December	Term 1 - 31 Jan - 28 Mar 2024	Term 2 - 31 Mar - 28 May 2024	Term 3 - 31 May - 28 Jul 2024	Term 4 - 31 Jul - 28 Sep 2024	Term 1 Break - 29 Mar - 14 Apr 2024	Term 2 Break - 29 Jun - 14 Jul 2024	Term 3 Break - 27 Sep - 8 Oct 2024	Term 4 Break - 13 Dec - 4 Feb 2025
Australia Day Holiday - 26 January	Easter Sunday - 31 March	Western Australia Day - 3 June									
Labor Day - 4 March	Easter Monday - 1 April	King's Birthday - 22 September	Boxing Day - 26 December								

BOTTOM BANNER
\$8,000

SMALL
\$3,000

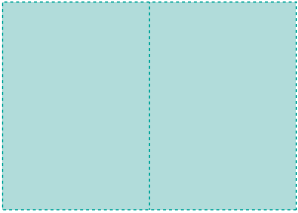
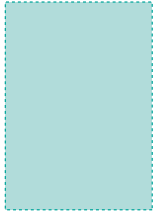
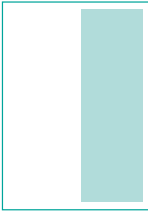




PRINT ADVERTISING SPECIFICATIONS



DISPLAY ADVERTISING

PRINT SPECIFICATIONS

DOUBLE PAGE SPREAD	FULL PAGE	HALF PAGE (VERTICAL)	HALF PAGE (HORIZONTAL)	STRIP (HORIZONTAL)
Trim Size: 420mm(w) x 297mm(h)	Trim Size: 210(w) x 297(h) mm	Trim Size: 88(w) x 275(h) mm	Trim Size: 185(w) x 125(h) mm	Trim Size: 185(w) x 55(h) mm
Bleed: 3mm on all sides	Bleed: 3mm on all sides	-	-	-
Type margin: 16mm in from trim and gutter	Type margin: 16mm in from trim and gutter	Type margin: Minimum of 6mm in from trim	Type margin: Minimum of 6mm in from trim	Type margin: Minimum of 6mm in from trim
				

ARTWORK REQUIREMENTS

- Text margins are 16mm in from the trim and 16mm in from the gutter for both double page and full page sizes, minimum of 6mm in from trim for other sizes
- 3mm bleed and crop marks is to be applied to double page and full page sizes. Other sizes don't require bleed
- All images should be CMYK for print ads (not RGB), art with RGB or spot colours will be converted to CMYK
- Email a final print ready PDF to bryan@mforum.com.au

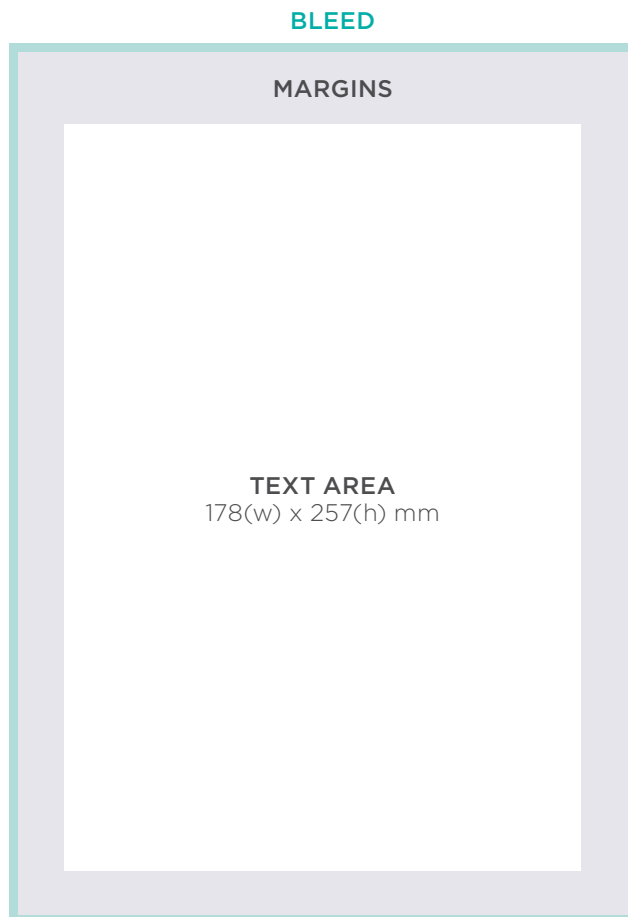
Text: Email to bryan@mforum.com.au as a Word document or in the body of an email

Images: All images used in the artwork should be 300dpi at actual size

DISPLAY ADVERTISING

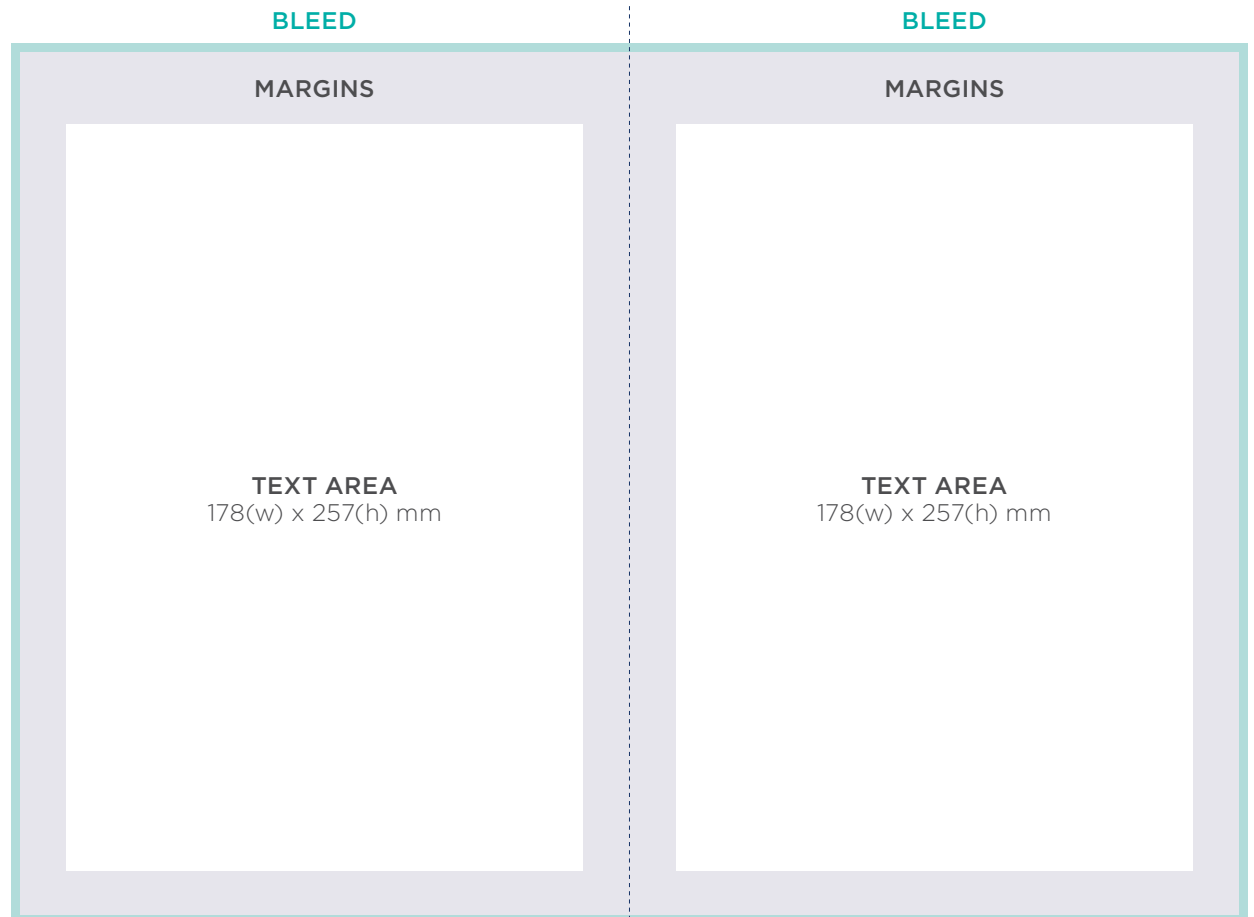
FULL PAGE ARTWORK SPECIFICATIONS

- Artwork to be supplied as high resolution PDF with 3mm crops and bleed
- **Margins:** 25mm top / 15mm bottom
16mm left / 16mm right



DOUBLE PAGE ARTWORK SPECIFICATIONS

- Artwork to be supplied as high resolution PDF with 3mm crops and bleed
- **Margins:** 25mm top / 15mm bottom
16mm left / 16mm right



CLINICAL SERVICES DIRECTORY

ARTWORK SPECIFICATIONS





We require:

- High resolution photo of the specialist(s)
- A high resolution logo (if you have one)

SUBMISSION REQUIREMENTS

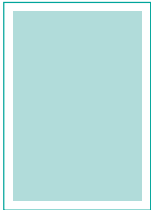
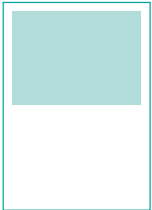
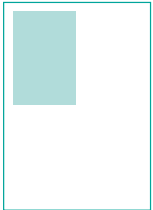
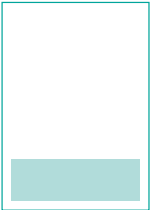
Text: Email to alice@mforum.com.au as a Word document or in the body of an email

Images: All images used in the artwork should be 300dpi at actual size

STRIP LISTING	BRONZE PACKAGE	SILVER PACKAGE	GOLD PACKAGE
90(w)x 22(h) mm advert size	90(w)x 60(h) mm advert size	90(w)x 120(h) mm advert size	90(w)x 250(h) mm advert size
/	Includes complimentary listing on CSD website	Includes complimentary listing on CSD website	Includes complimentary listing on CSD website
Advert Sample 	Advert Sample 	Advert Sample 	Advert Sample 

CLASSIFIEDS

PRINT SPECIFICATIONS

FULL PAGE	HALF PAGE	QUARTER PAGE	STRIP
Trim Size: 184(w) x 271(h) mm	Trim Size: 184(w) x 134(h) mm	Trim Size: 90(w) x 134(h) mm	Trim Size: 90(w) x 60(h) mm
Type margin: Minimum of 4mm in from trim	Type margin: Minimum of 4mm in from trim	Type margin: Minimum of 4mm in from trim	Type margin: Minimum of 4mm in from trim
			

LINEAGE CLASSIFIEDS CATEGORIES

- For Lease
- For Sale
- Regional Placements
- Metro Placements

ARTWORK REQUIREMENTS

- NO bleed or crop marks are required
- All images should be CMYK for print ads (not RGB), art with RGB or spot colours will be converted to CMYK
- Email a final print ready PDF to paul@mforum.com.au

Text: Email to paul@mforum.com.au as a Word document or in the body of an email.

Images: All images used in the artwork should be 300dpi at actual size

HOW TO SUBMIT YOUR MATERIAL FOR LINEAGE

Text: Ensure the text supplied is accurate and authorised, and with a point of contact / call to action

High resolution logo: 300dpi, supplied as an eps, jpg or pdf file

Images: All images used in the artwork should be 300dpi at actual size

WALL PLANNER

ARTWORK SPECIFICATIONS


- NO bleed or crop marks are required
- All images should be CMYK for print ads (not RGB), art with RGB or spot colours will be converted to CMYK
- Email a final print ready PDF to bryan@mforum.com.au

SUBMISSION REQUIREMENTS

Text: Email to bryan@mforum.com.au as a Word document or in the body of an email

Images: All images used in the artwork should be 300dpi at actual size

TOP BANNER
945(w) x 110(h) mm


2024 WALL PLANNER
With responses to the Medical Forum

Phone: 08 9203 5222
 Email: info@mforum.com.au
www.mforum.com.au

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
MON	1			1			1					
TUE	2			2			2			1		
WED	3			3	1		3			2		
THU	4	1		4	2		4	1		3		
FRI	5	2	1	5	3		5	2		4	1	
SAT	6	3	2	6	4		6	3		5	2	
SUN	7	4	World Cancer Day	7	World Health Day	5	7	4	1	Father's Day	6	3
MON	8	5	4	8	6		8	5	2	7	4	2
TUE	9	6	5	9	7		9	6	3	8	5	3
WED	10	7	6	10	8		10	7	4	9	6	4
THU	11	8	7	11	9		11	8	5	10	7	5
FRI	12	9	8	12	10		12	9	6	11	8	6
SAT	13	10	9	13	11		13	10	7	12	9	7
SUN	14	11	10	14	12		14	11	8	13	10	8
MON	15	12	11	15	13		15	12	9	14	11	9
TUE	16	13	12	16	14		16	13	10	15	12	10
WED	17	14	13	17	15		17	14	11	16	13	11
THU	18	15	14	18	16		18	15	12	17	14	12
FRI	19	16	15	19	17		19	16	13	18	15	13
SAT	20	17	16	20	18		20	17	14	19	16	14
SUN	21	18	17	21	19		21	18	15	20	17	15
MON	22	19	18	22	20		22	19	16	21	18	16
TUE	23	20	19	23	21		23	20	17	22	19	17
WED	24	21	20	24	22		24	21	18	23	20	18
THU	25	22	21	25	23		25	22	19	24	21	19
FRI	26	23	22	26	24		26	23	20	25	22	20
SAT	27	24	23	27	25		27	24	21	26	23	21
SUN	28	25	24	28	26		28	25	22	27	24	22
MON	29	26	25	29	27		29	26	23	28	25	23
TUE	30	27	26	30	28		30	27	24	29	26	24
WED	31	28	27		29		31	28	25	30	27	25
THU		29	28		30			29	26	31	28	26
FRI			29		31			30	27		29	27
SAT			30					31	28		30	28
SUN			31						29			29
MON									30			30
TUE												31

PUBLIC HOLIDAYS
 New Year's Day: 1 January
 Australia Day: 26 January
 Good Friday: 29 March
 Easter Sunday: 31 March
 Easter Monday: 1 April
 ANZAC Day: 25 April
 Western Australia Day: 2 June
 King's Birthday: 23 September
 Christmas Day: 25 December
 Boxing Day: 26 December

SCHOOL TERMS
 Term 1: 10 Jan - 28 Mar 2024
 Term 2: 10 Apr - 28 Jun 2024
 Term 3: 10 Jul - 28 Sep 2024
 Term 4: 7 Oct - 12 Dec 2024

SCHOOL HOLIDAYS
 Term 1 Break: 29 Mar - 14 Apr 2024
 Term 2 Break: 29 Jun - 14 Jul 2024
 Term 3 Break: 21 Sep - 6 Oct 2024
 Term 4 Break: 15 Dec - 8 Feb 2025

BOTTOM BANNER
627(w) x 75(h) mm



DIGITAL ADVERTISING SPECIFICATIONS

DIGITAL ADVERTISING – WEBSITE

WEBSITE ADVERTISING OPTIONS

LEADERBOARD BANNER (MAJOR PARTNER)

Size:
728(w) x 90(h) pixels



MREC (MEDIUM RECTANGLE)

Size:
336(w) x 280(h)



IN-POST BANNER

Size:
728(w) x 90(h) pixels



DIGITAL ADVERT DESIGN SPECIFICATIONS

Resolution & Colour: 72dpi & RGB

- All art files must include a click-through URL
- Art files can be provided as .GIF (ideal for animated ads) or .JPG
- **GIF Banners:** Ensure animations are set to loop continuously
- All ads with a white background must have a 1px keyline or border
- Please indicate if your creative is intended for restricted viewers (e.g., AHPRA only)

DIGITAL ADVERTISING – CSD WEBSITE

WEBSITE ADVERTISING OPTIONS

LEADERBOARD BANNER

Size:
728(w) x 90(h) pixels






DIGITAL ADVERT DESIGN SPECIFICATIONS

Resolution & Colour: 72dpi & RGB

- All art files must include a click-through URL
- Art files can be provided as .GIF (ideal for animated ads) or .JPG
- **GIF Banners:** Ensure animations are set to loop continuously
- All ads with a white background must have a 1px keyline or border
- Please indicate if your creative is intended for restricted viewers (e.g., AHPRA only)

DIGITAL ADVERTISING – ENEWS

ENews ADVERTISING OPTIONS

WEEKLY FORUM BANNER	DIGITAL MAGAZINE BANNER	CLINICAL UPDATES BANNER
Weekly	Monthly	Weekly
Size: 740(w) x 200(h) pixels	Size: 740(w) x 200(h) pixels	Size: 800(w) x 200(h) pixels
		

DIGITAL ADVERT DESIGN SPECIFICATIONS

Resolution & Colour: 72dpi & RGB

- All art files must include a click-through URL
- Art files can be provided as .GIF (ideal for animated ads) or .JPG
- **GIF Banners:** Ensure animations are set to loop continuously
- All ads with a white background must have a 1px keyline or border
- Please indicate if your creative is intended for restricted viewers (e.g., AHPRA only)

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The publisher's payment terms are noted on each invoice which will be issued to the advertiser as soon as the publication goes to print. Invoices are payable within 14 days of issue.

COMMISSION

We pay 10% agency commission on all bookings.

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