

A U S T R A L I A N

# Medicine

The national news publication of the Australian Medical Association



AMA

RATES CARD 2012

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## Ad specifications & rates 2012

*Australian Medicine* is published 22 times per year, twice a month and once a month in January & December. Publication dates for 2012 are:

### 2012 PUBLICATION DATES

Volume	On Sale Dates	Booking deadline	Material deadline
24.1	16 January	30/12/11	6/1/12
24.2	6 February	20/1/12	27/1/12
24.3	20 February	3/2/12	10/2/12
24.4	5 March	17/2/12	24/2/12
24.5	19 March	2/3/12	9/3/12
24.6	2 April	16/3/12	23/3/12
24.7	16 April	30/4/12	5/4/12
24.8	7 May	20/4/12	27/4/12
24.9	21 May	4/5/12	11/5/12
24.10	4 June	18/5/12	25/5/12
24.11	18 June	1/6/12	8/6/12
24.12	2 July	15/6/12	22/6/12
24.13	16 July	29/6/12	6/7/12
24.14	6 August	20/7/12	27/7/12
24.15	20 August	3/8/12	10/8/12
24.16	3 September	17/8/12	24/8/12
24.17	17 September	31/8/12	7/9/12
24.18	1 October	14/9/12	21/9/12
24.19	15 October	28/9/12	5/10/12
24.20	5 November	19/10/12	26/10/12
24.21	19 November	2/11/12	9/11/12
24.22	10 December	23/11/12	30/11/12

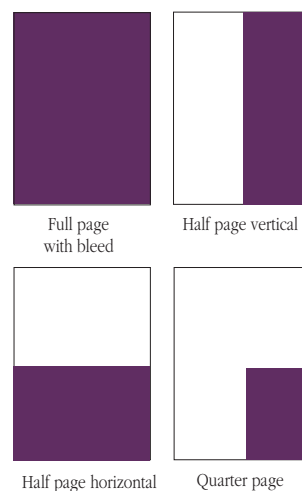
### 2012 ADVERTISING RATES

Size	\$A Casual	\$A x 3	\$A x 6	\$A x12	\$A x22
Double page spread	3,500	3,395	3,290	3,115	2,730
Full page	1,900	1,843	1,786	1,691	1,482
Half page vertical	1,450	1,406	1,363	1,276	1,131
Half page horizontal	1,300	1,291	1,222	1,157	1,014
Quarter page	900	873	846	801	702

\* All rates are exclusive of GST

### DISPLAY ADVERT SIZES

Size	Width x Height
Double page spread	420 x 297 mm
Full page	210 x 297 mm
Half page vertical	95 x 297 mm
Half page horizontal	210 x 138 mm
Quarter page	95 x 138 mm



### ARTWORK SPECIFICATIONS

Preferred artwork specifications are as follows:

- Print-ready high resolution (300dpi) PDF on CD or via email for offset printing with all fonts embedded.
- Quick Cut
- Adobe InDesign CS3 (or earlier versions). All links and fonts must be included.

Scans must be 300dpi at 100%.

*Australian Medicine* can assist in the design of your advertisement for an additional cost. Please contact Streamline Creative on 02 6260 5100 if you wish to take advantage of this service.

### LOADING

First 4 pages (including inside front cover): + 20%

Other preferred page placements: + 15%

A U S T R A L I A N  
**Medicine**

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**ADVERTISING  
CONTACT DETAILS**

Please forward all advertising  
enquiries to:

Streamline Creative

Phone: 02 6260 5100

Fax: 02 6260 5200

studio@streamlinecreative.com.au

PO Box 3797

Weston Creek ACT 2611

**TERMS & CONDITIONS**

**1. AGREEMENT**

- 1.1 The signed confirmation of the booking form contained in the advertising schedule by the Advertiser or agency is considered to be part of this Agreement.
- 1.2 Subject to compliance with this Agreement, the Publisher shall publish the Advertiser's advertisement and the Advertiser should pay the Fee set out in the Advertising Rate Schedule (the "Fee").
- 1.3 The Fee must be paid within 14 days of receipt of a valid tax invoice

**2. ADVERTISING STANDARD**

- 2.1 Advertisements submitted to AusMed may be rejected by the Publisher at the Publisher's sole discretion.

**3. ADVERTISER'S RESPONSIBILITIES**

- 3.1 The Advertiser is responsible for ensuring that the advertisements comply with all Commonwealth, State and Territory Laws.
- 3.2 The Advertiser must ensure that the advertisement does not infringe the copyright or other intellectual property held by any third parties and does not breach any duty of confidentiality or obligation of privacy or any other obligation.
- 3.3 The Advertiser is responsible for ensuring that the advertisement does not contain any material which is libellous, obscene or otherwise of an unlawful nature.

**4. DEADLINES**

- 4.1 All bookings must be received by Streamline Creative (see above for details) by 5.00pm on day of the booking deadline.
- 4.2 If the advertisement is not received by the deadline, the Publisher may, in its sole discretion and without notice to the Advertiser, substitute alternate advertisements that the Publisher holds for the client or substitute alternate contributions by third parties or delete the space allocated to the client.
- 4.3 In any of the above circumstances, the Publisher is entitled to 100% of the Fee.

**5. CANCELLATIONS**

- 5.1 No cancellations will be accepted after the booking deadline. The Fee will be charged at 100% of the rate for any cancellation.

**6. WARRANTIES AND INDEMNITIES**

- 6.1 The Publisher makes no representation or warranties to efficacy or suitability of any advertisement placed in AusMed nor the effectiveness or outcome or response to any such advertisement. The client's liability to pay the Fee is not depended, in any way, upon the efficacy outcome or response to the advertisement.
- 6.2 To the fullest extent permitted by law, the Publisher's liability is limited to the provision of the advertising space in the publication and shall not, in any case, exceed the Fee.
- 6.3 No guarantee or warranty will be given, implied or accepted for any loss or damage occasioned by any act for omission of the Publisher, including direct or indirect, special, incidental or consequential damage of any kind, loss of profit, loss of opportunity, loss of business or goodwill or interruption of business arising out of or in connection with the advertisement or any matter referred to in this Agreement.
- 6.4 The Advertiser shall indemnify and keep indemnified, the Publisher and its officers, employees and agents and each of its related bodies corporate from and against any loss incurred arising from any claim by any person where such loss arises out of:
  - (a) any breach of this Agreement by the Advertiser;
  - (b) any contribution infringing any rights of another person; and
  - (c) any breach of any law by the Advertiser or the advertisement.



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