



2024

# Advertising kit

Effective 1 July 2024

*Leading Queensland doctors,  
creating better health.*

[ama.com.au/qld](http://ama.com.au/qld)





***AMA Queensland represents registered doctors and medical students throughout Queensland.***

***We advocate on behalf of our members and lobby for policy changes, provide career advice, business support as well as lifestyle benefits, products and services.***

***We invite you to share your message with our members through a flexible and cost-effective range of advertising packages.***

## **Our members, your opportunities**

AMA Queensland is the state's peak representative body supporting Queensland doctors and medical students. Nationally, the AMA represents doctors, including residents and registrars, public and private specialists, and general practitioners.

Our vision is to be Queensland's most trusted, influential and engaged medical professional body.

Our mission is to deliver strong medical leadership through health advocacy that supports the medical profession and achieves better health outcomes for all Queenslanders.

Our strong brand, reputation and members provide you with a unique advertising opportunity and broad target audience.

We communicate with members through a range of publications and digital platforms that can be tailored to suit a specific audience or specialist group.

Our team can design a proposal to meet your marketing objectives, target audience and budget.

## **Contents**

- 3** **AMA Queensland membership profile**
- 4** **Doctor Q e-magazine**
- 5** **Connect e-newsletter**
- 6** **The Script e-newsletter**
- 7** **Workplace Relations News and Practice Manager Affiliate News**
- 8** **Noticeboard**
- 9** **Member Portal wrap up e-newsletter**
- 10** **Intern Guide**
- 11** **Webinars**
- 12** **Conditions and contacts**
- 13** **Advertising booking form**





# AMA Queensland member profile

As a membership organisation, AMA Queensland provides dedicated and ongoing professional representation through support, leadership, promotion and advocacy to the medical profession at all stages of their career.

## 38%

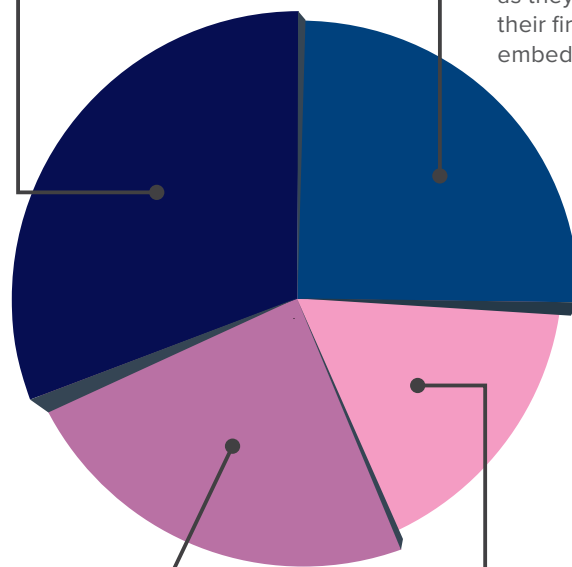
### Consultant specialists

Doctors who have completed advanced education and clinical training in a particular area of specialty (GPs counted separately).

## 24%

### Doctors in training

Doctors who are practising under varying levels of supervision as they complete their first five years of embedded training.



## 21%

### General practitioners

A specialist doctor based in the community who provides primary care to patients, referring those with serious conditions to a consulting specialist or hospital.

## 17%

### Salaried medical officers

Doctors employed by a public or private hospital on a full-time or part-time salaried basis.

Membership data November 2023.

# Advertising kit

\* Prices effective 1 July 2024, and are GST inclusive.

## Doctor Q

### e-magazine

Our flagship publication, *Doctor Q* is the premier online publication for doctors in Queensland. Issued quarterly, *Doctor Q* contains a diverse mix of articles on latest news and information about the medical profession, medico-legal topics, lifestyle information, member profiles, special offers and interviews with key industry representatives.

#### Distribution

- ▶ Sent to all members via email.
- ▶ Electronic magazine is available to AMA Queensland members via our website.

#### Targets

- ▶ General practitioners, specialists, salaried medical officers.
- ▶ Doctors in training, part-time, academics, retired doctors.
- ▶ Students, subscribers, medical and health professionals.

#### Size

- ▶ 68 – 76 page average
- ▶ A4

#### Topics

Each edition is divided into the following sections.

- ▶ Reports
- ▶ Features
- ▶ Current issues
- ▶ Business tools
- ▶ People and events
- ▶ Lifestyle

#### Frequency

Four issues per year.

- ▶ Autumn
- ▶ Winter
- ▶ Spring
- ▶ Summer



#### Full page

Size  
210mm wide x 297mm high



#### Half page

Size  
186mm wide x 131 mm high

**All artwork must be supplied as a high-res PDF.**

All artwork is to **exclude crop marks, registration bars, spot colours and registration colours.**

If specifications are not met artwork needs to be resubmitted by the due date.

No responsibility will be taken for artwork that does not meet this criteria.

Issue	Booking deadline	Artwork due	Release date
Autumn	5 February	19 February	March
Winter	6 May	20 May	June
Spring	5 August	19 August	September
Summer	24 October	17 November	December

Advert size	Cost per issue (casual)	Cost per issue (2-3)	Cost per issue (all 4)
Full page	\$1,375*	\$1,250*	\$1,100*
Half page	\$825*	\$770*	\$715*

AMA Queensland provides a graphic design service to assist in creating artwork. Costings available on request.

# Advertising kit

continued

\* Prices effective 1 July 2024, and are GST inclusive.

## Connect

### e-newsletter

Member e-newsletter featuring latest news, issues, events, information and updates from the President and CEO.

#### Distribution

Sent to AMA Queensland members and stakeholders via email.

#### Targets

- ▶ General practitioners
- ▶ Specialists
- ▶ Salaried medical officers
- ▶ Academics
- ▶ Practice managers
- ▶ Doctors in training
- ▶ Retired doctors
- ▶ Medical students

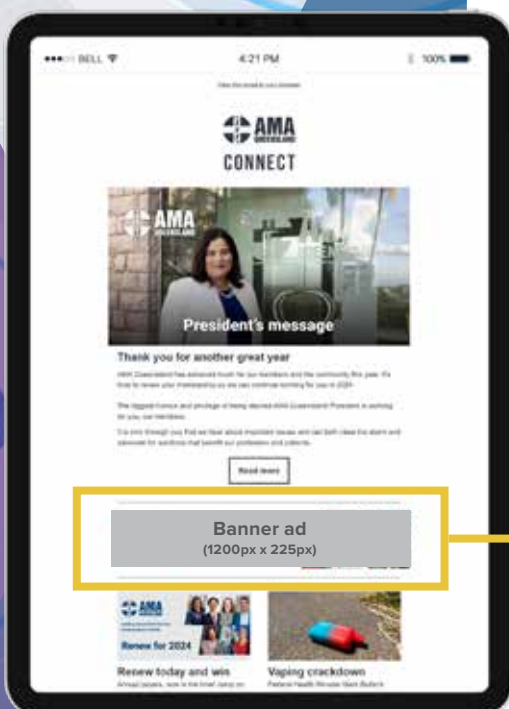
#### Frequency

Fortnightly

Type	Cost per issue (casual)	Cost per issue (2-3)	Cost per issue (12)
Banner ad	\$1,650*	\$1,430*	\$1,210*

#### Specifications

- ▶ JPG (animated GIFs will not be accepted)
- ▶ 1200px wide x 225px high  
N.B. displays at 50% for higher resolution screens
- ▶ Hyperlink to one of the following:
  - ▶ Supplied PDF
  - ▶ Website
  - ▶ Email



Banner ad example

AMA Queensland provides a graphic design service to assist in creating artwork. Costings available on request.



# Advertising kit

continued

\* Prices effective 1 July 2024, and are GST inclusive.

## The Script

### e-newsletter

Member e-newsletter featuring latest news, issues, events, information and updates specifically for doctors in training. These are doctors who have graduated from medical school but continue training while working as a doctor.

### Distribution

Sent to AMA Queensland members and stakeholders via email.

### Targets

- ▶ Interns – Postgraduate Year 1
- ▶ Junior House Officers – Post Graduate Year 2
- ▶ Senior House Officers – Post Graduate Year 3
- ▶ Principal House Officers – Post Graduate Year 4
- ▶ Registrars – Post Graduate Year 5

The average age range for doctors in training is 22-30 years.

### Frequency

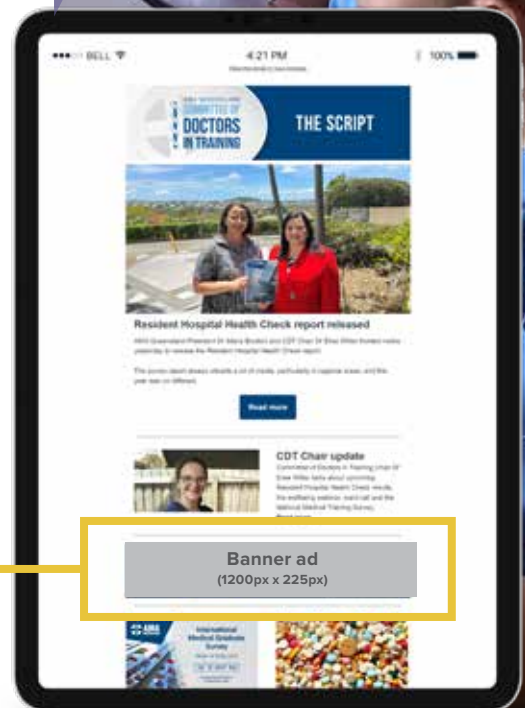
Every second month.

Type	Cost per issue (casual)	Cost per issue (2-3)	Cost per issue (up to 12)
Banner ad	\$550*	\$495*	\$440*

### Specifications

- ▶ JPG (animated GIFs will not be accepted)
- ▶ 1200px wide x 225px high  
N.B. displays at 50% for higher resolution screens
- ▶ Hyperlink to one of the following:
  - ▶ Supplied PDF
  - ▶ Website
  - ▶ Email

Banner ad example



AMA Queensland provides a graphic design service to assist in creating artwork. Costings available on request.

# Advertising kit

continued

## Workplace Relations News

### e-newsletter

Members and non-members pay to subscribe to *Workplace Relations News* to receive practical guidance on topical workplace relations and human resources news, issues, events, information and updates relevant to private practices.

#### Distribution

Sent to Workplace Relations News subscribers via email.

#### Targets

- ▶ General practitioners
- ▶ Specialists
- ▶ Practice owners
- ▶ Practice managers
- ▶ Practice staff

#### Frequency

Monthly

Type	Cost per issue (casual)	Cost per issue (2-3)	Cost per issue (up to 12)
Banner ad	\$550*	\$495*	\$440*

#### Specifications

- ▶ JPG (animated GIFs will not be accepted)
- ▶ 1200px wide x 225px high  
N.B. displays at 50% for higher resolution screens
- ▶ Hyperlink to one of the following:
  - ▶ Supplied PDF
  - ▶ Website
  - ▶ Email

AMA Queensland provides a graphic design service to assist in creating artwork. Costings available on request.

\* Prices effective 1 July 2024, and are GST inclusive.

## Practice Manager Affiliate News

### e-newsletter

While AMA Queensland members are medical doctors and students, practice managers can purchase an affiliate membership in conjunction with their doctor, who must also be an AMA Queensland member.

One of the benefits of this membership is to receive the *Practice Manager Affiliate e-news*, which includes news, issues, events, information and updates relevant to private management.

#### Distribution

Sent to AMA Queensland Practice Manager Affiliate members via email.

#### Targets

- ▶ Practice owners
- ▶ Practice managers
- ▶ Practice staff

#### Frequency

Monthly

Type	Cost per issue (casual)	Cost per issue (2-3)	Cost per issue (up to 12)
Banner ad	\$330*	\$275*	\$220*

#### Specifications

- ▶ JPG (animated GIFs will not be accepted)
- ▶ 1200px wide x 225px high  
N.B. displays at 50% for higher resolution screens
- ▶ Hyperlink to one of the following:
  - ▶ Supplied PDF
  - ▶ Website
  - ▶ Email

# Advertising kit

continued \* Prices effective 1 July 2024, and are GST inclusive.

## Noticeboard

[ama.com.au/qld/noticeboard](http://ama.com.au/qld/noticeboard)

The AMA Queensland website is a key point of contact for Queensland doctors and is an essential resource centre with latest news, advocacy, advice, information and member-only benefits. It is also popular with media, government and the community as a trusted and respected source of health information and voice for the medical profession in Queensland.

### Noticeboard advertisement

A noticeboard advertisement on our website is ideally suited to job vacancies, and commercial and residential real estate.

Each advertisement is listed for 60 days on our website and cross promoted on our Member Portal.

Send us your text and images and we will create a dedicated webpage on our site, which can then link to a website, supplied PDF or email.

### Targets

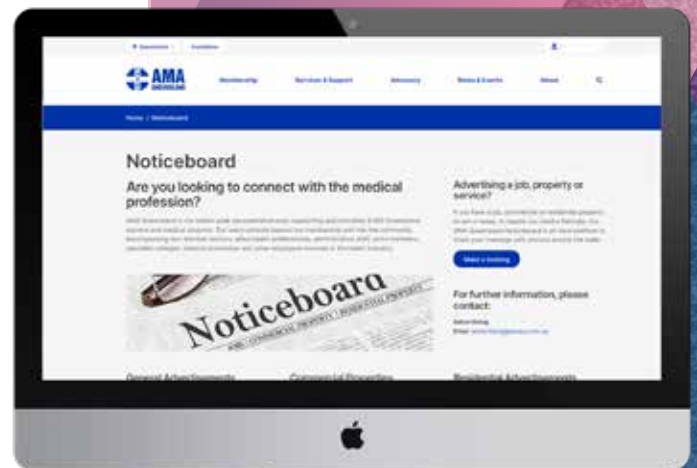
- ▶ Members
- ▶ Doctors
- ▶ Media
- ▶ Health professionals
- ▶ General public
- ▶ Stakeholders

Type	Members	Non-members
Noticeboard	3 free ads/year	\$550*/ad

### Specifications

- ▶ Title
- ▶ Description (500 words or less)
- ▶ Hyperlinks to emails and/or website
- ▶ 10 or less JPG images

AMA Queensland provides a graphic design service to assist in creating artwork. Costings available on request.



Noticeboard page ad example







# Advertising kit

continued

\* Prices effective 1 July 2024, and are GST inclusive.

## Member Portal wrap up

### e-newsletter

AMA Queensland members have access to the Member Portal, a personalised dashboard with member exclusive content. The email includes notices such as news, publications, events, correspondence, as well as the latest conversations in our discussion forum, member benefits and more.

### Distribution

Sent to AMA Queensland members and students via email.

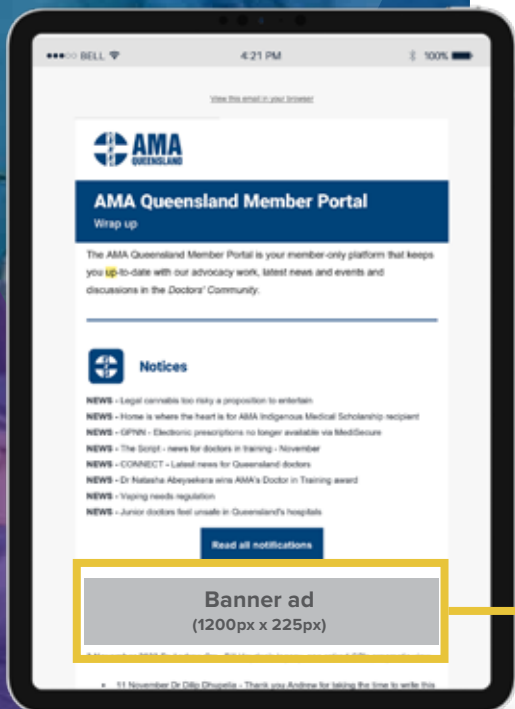
### Frequency

This email is sent twice a week.

Type	Cost per issue (casual)	Cost per issue (2-3)	Cost per issue (12)
Banner ad	\$1,650*	\$1,430*	\$1,210*

### Specifications

- ▶ JPG (animated GIFs will not be accepted)
- ▶ 1200px wide x 225px high  
N.B. displays at 50% for higher resolution screens
- ▶ Hyperlink to one of the following:
  - ▶ Supplied PDF
  - ▶ Website
  - ▶ Email



**Banner ad examples**

AMA Queensland provides a graphic design service to assist in creating artwork. Costings available on request.

# Advertising kit

continued

\* Prices effective 1 July 2024, and are GST inclusive.

## Internship 101 Guide

### printed and electronic guide

In December each year, AMA Queensland hosts Intern Readiness Workshops in Brisbane, Gold Coast and Townsville to help final-year medical students prepare for their first intern year.

#### Distribution

- ▶ Printed guides are given to each final-year medical student in attendance.
- ▶ Electronic guide is emailed to the final-year medical students in attendance.
- ▶ Electronic guide is also available to AMA Queensland members via our website.

#### Targets

Final-year medical students

#### Size

- ▶ 68 – 72 page average
- ▶ A4

#### Frequency

Annual

Advert size	Cost per advert
Full page	\$1,650*



#### Full page

**Bleed** 216 x 303 mm high

**Trim** 210 x 297 mm high

**Text** 200 x 287 mm high

All artwork must be supplied as a CMYK high-res/print ready PDF.

Full page artwork is to include 3mm bleed.

All artwork is to exclude crop marks, registration bars, spot colours and registration colours.

If specifications are not met artwork needs to be resubmitted by the due date.

No responsibility will be taken for artwork that does not meet this criteria.

AMA Queensland provides a graphic design service to assist in creating artwork. Costings available on request.





# Advertising kit

continued

\* Prices effective 1 July 2024, and are GST inclusive.

## Webinars

### online

AMA Queensland webinars are done monthly are specifically to add value on topics to **educate our members** on products or services. Webinars are no longer than one-hour duration and are recorded and available to members for future reference.

#### Distribution

Sent to AMA Queensland members and students via email. Recording will be available to view via AMA Queensland website and Members Portal.

#### Targets

- ▶ Members
- ▶ Doctors
- ▶ Media
- ▶ Health professionals
- ▶ General public
- ▶ Stakeholders

#### Frequency

Monthly

Type	Cost per webinar
Webinar	\$3,630*

#### Specifications

- ▶ Online speaking opportunity or participation in a panel session with Q&A.
- ▶ Must have relevance to relevance to our members.
- ▶ Topic must be approved by AMA Queensland.
- ▶ Logo placement on marketing materials produced for the event such as the event web page, emails and social media.
- ▶ Social media title (2 sizes) to share on your company's social networks i.e. 'I am speaking at...'





# Advertising conditions

## Terms and conditions

- ▶ All prices are GST inclusive.
- ▶ Prices outlined do not include agency commissions.
- ▶ Advertising restrictions apply due to corporate partner exclusive agreements.
- ▶ All advertising is subject to the discretion of the Editor and Publications Committee.
- ▶ Packages are available on request, discounts may be applied to packages subject to the volume of the booking.
- ▶ Advertising options outside the opportunities mentioned in this document are priced on application and may have unique deadlines and terms.
- ▶ Cancellation policy of 100% applies to all bookings confirmed in writing and within print deadlines.
- ▶ Payment of invoices are due within 14 business days of issue.

## Graphic design service

AMA Queensland provides a graphic design service to assist in creating artwork. Costings available on request.

## Artwork specifications

- ▶ Printed artwork must be supplied as high resolution PDF files in CMYK colour mode with no RGB, spot or PMS colours.
- ▶ All images for digital purposes are to be 72dpi in RGB (animated GIF's are not accepted).
- ▶ All fonts must be embedded in the PDF or converted to outlines.
- ▶ Double page and full page ads require no crop marks and no registrations marks. PDFs are to have 3mm bleed and a 10mm margin.
- ▶ Type should not be smaller than 6 points.

## Disclaimer

While AMA Queensland will do everything possible to ensure advertising material is reproduced as intended, the responsibility is firmly with the client/advertiser to supply advertising material according to our specifications.

## Contact

**Email** [advertising@amaq.com.au](mailto:advertising@amaq.com.au)

**Phone** 07 3872 2222

# Advertising booking form 2024



Please refer to the AMA Queensland Advertising Kit 2024 for all pricing and advertising specifications.

## Doctor Q e-magazine

Edition	Full page	Half page	Cost
Autumn 2024			\$
Winter 2024			\$
Spring 2024			\$
Summer 2024			\$
Design fee quoted			\$

## Connect e-newsletter

	Cost
Banner ad	\$
Design fee quoted	\$

## The Script e-newsletter

	Cost
Banner ad	\$
Design fee quoted	\$

## Workplace Relations News e-newsletter

	Cost
Banner ad	\$
Design fee quoted	\$

## Practice Manager Affiliate News e-newsletter

	Cost
Banner ad	\$
Design fee quoted	\$

## Noticeboard

	Cost
Notice	\$

## Member Portal wrap up e-newsletter

	Cost
Banner ad	\$
Design fee quoted	\$

## Internship 101 Guide

	Cost
Full page ad	\$

## Webinars

	Cost
Webinars	\$

## Notes

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# Advertising booking form 2024 continued



## Organisation information

Company name: \_\_\_\_\_

Contact name: \_\_\_\_\_

Mailing address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

ABN: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Signature: \_\_\_\_\_

## Advertising total

### Publication

<i>Doctor Q</i> e-magazine	\$
<i>Connect</i> e-newsletter	\$
<i>The Script</i> e-newsletter	\$
<i>Workplace Relations News</i> e-newsletter	\$
<i>Practice Manager Affiliate News</i> e-newsletter	\$
Noticeboard	\$
Member Portal wrap up e-newsletter	\$
<i>Internship 101 Guide</i>	\$
Webinars	\$
<b>Total</b>	<b>\$</b>

## Terms and conditions

- ▶ **All prices are GST inclusive.**
- ▶ Prices outlined do not include agency commissions.
- ▶ Advertising restrictions do apply as exclusivity contracts with suppliers are in agreement.
- ▶ All advertising is subject to the discretion of the editor and publications committee.
- ▶ Packages are available on request, discounts applied to packages are subject to the volume of the booking.
- ▶ Advertising options outside the opportunities mentioned in this document are POA and may have unique deadlines and terms.
- ▶ Cancellation policy of 100% applies to all bookings confirmed in writing.
- ▶ Payment of invoices are due within 14 business days of issue.

## Payment options

**Credit card** amount \$ \_\_\_\_\_

Visa      Mastercard      AMEX

Card number: \_\_\_\_\_

Exp date: \_\_\_\_\_ / \_\_\_\_\_      CCV: \_\_\_\_\_

Cardholders name: \_\_\_\_\_

Signature: \_\_\_\_\_

**Direct deposit** amount \$ \_\_\_\_\_

Reference: \_\_\_\_\_

To make payment by direct deposit, the details are:

Bank of Queensland

BSB: 124 084

Account: 10 032 949

\* Please quote company name and publication within transfer description.

**Cheque** enclosed for \$ \_\_\_\_\_

(payable to AMA Queensland)

**Invoice:** Please post tax invoice to address on left.

## Artwork

I/we have submitted/will submit artwork for publication by AMA Queensland and acknowledge that I/we take full responsibility for the content provided. I/we have ensured that the artwork adheres to the specifications outlined in AMA Queensland's Advertising Kit and understand that AMA Queensland reserves the right to refuse to publish the artwork and takes no responsibility for any errors within the artwork supplied.

## Return to:

**Mail:** AMA Queensland

PO Box 123

Kelvin Grove QLD 4059

**Email:** [advertising@amaq.com.au](mailto:advertising@amaq.com.au)

**Phone:** 07 3872 2222

For assistance with advertising or any other matter, please call 07 3872 2222.

View our privacy policy at [ama.com.au/qld/privacy-policy](http://ama.com.au/qld/privacy-policy).

[ama.com.au/qld](http://ama.com.au/qld)