



2024

Event sponsorship prospectus and advertising kit

Effective 1 July 2024

*Leading Queensland doctors,
creating better health.*

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 sponsorship and 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.

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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%

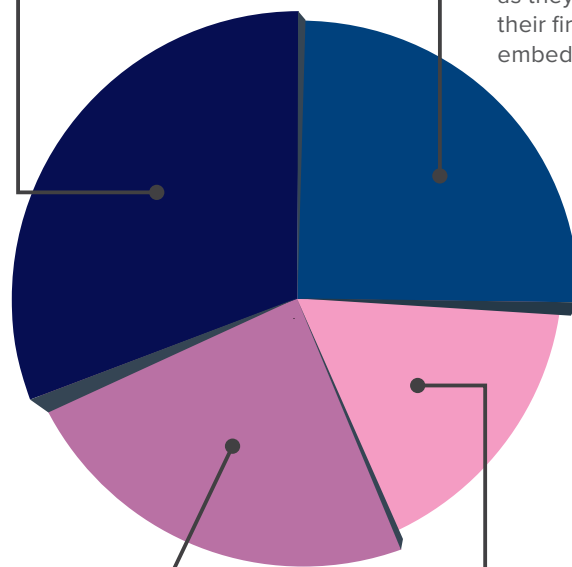
Consultant specialists

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.

2024 Events calendar

Event dates, locations and details are subject to change.

- Opportunity available

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

	Event	Date	No. of registrations	Platinum sponsorship and advertising package Platinum sponsorship package – 1 event Gold sponsor – 1 event Silver sponsor – 1 event Bronze sponsor – 1 event Trade exhibitor Lanyard sponsor – only 1 per event Event coffee cart sponsor Exhibitor and social sponsor – package 1 Exhibitor and social sponsor – package 2 Sponsor a junior delegate – registration only Fully hosted junior delegate with accommodation In-person speaking opportunity Delegate or VIP lounge sponsor Branded tradeshow bag Satchel inserts VIP Gala, Dinner or Breakfast table sponsor Annual O/S conference major sponsor																
				\$49,500*	\$18,150*	\$13,200*	\$8,250*	\$3,025*	\$1,980*	\$990*	\$3,025*	\$8,250*	\$5,500*	\$209*	\$968*	\$1,815*	\$5,500*	\$2,750*	\$242*	\$3,025*
MARCH	Medical Careers Expo – Voco Hotel, Brisbane	Sat 9 Mar	500	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
MAY	AGM and Dinner for the Profession – The Star, Brisbane	Fri 24 May	250	●															●	
JUNE	Member Networking Event – Cairns	Wed 5 Jun	50	●				●	●		●			●					●	
	Women in Medicine Breakfast – Cairns	Thu 6 Jun	100	●			●	●	●		●		●						●	●
	Junior Doctor Conference – Cairns	Sat 8 – Sun 9 Jun	150	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
	Member Networking Event – Sunshine Coast	TBA	80	●					●						●					
JULY	AMA Queensland Foundation Charity Gala – Brisbane	Sat 20 Jul	200																●	
SEPTEMBER	Annual Conference International – Athens, Greece	Sun 15 – Sat 21 Sept	120																●	●
OCTOBER	Women in Medicine Breakfast – Waters Edge, Brisbane	Thu 17 Oct	250	●		●	●	●	●	●	●	●		●					●	●
NOVEMBER	Member Networking Event – Brisbane	Thu 7 Nov	100	●					●										●	
DECEMBER	Intern Workshops x 3 – Brisbane, Gold Coast and Townsville	TBA Dec	300	●		●	●	●	●	●	●								●	●
2025 MARCH	Medical Careers Expo	Sat 8 Mar	500	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
2025 APRIL	Annual Conference Trans-Tasman	Mon 7 – Sun 13 Apr	120																●	●
2025 MAY	Fraser Coast Health Conference	Sat 17 – Sun 18 May	150	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
	AGM and Dinner for the Profession	Fri 30 May	250	●																●

Sponsorship package inclusions

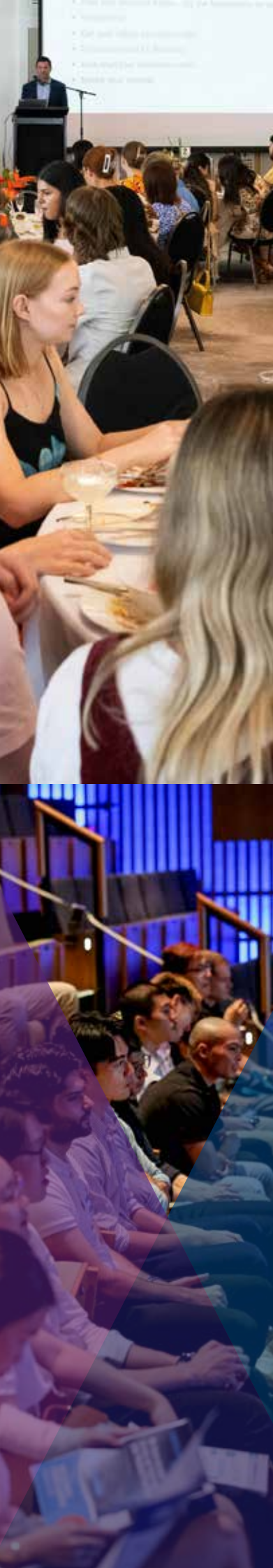
* Prices effective 1 July 2024, and are GST inclusive.

Platinum sponsorship and advertising package \$49,500*

- ▶ 3 x gold sponsor packages (see *gold sponsor* for inclusions).
- ▶ 5 x trade exhibitor sponsorship packages (see *trade exhibitor* for inclusions).
- ▶ 3 x full-page colour advertisements in the printed and online conference program, corresponding to *gold sponsor* events (A4 portrait, 210mm (w) x 297mm (h), with 3mm bleed on all sides).
- ▶ 5 x third-page landscape colour advertisements in the printed and online conference programs, corresponding to *trade exhibitor* events (186mm (w) x 86mm (h), no bleed).
- ▶ 1 x catering sponsorship – host a morning or afternoon tea (you choose the event and day).
- ▶ 8 x satchel inserts.
- ▶ 2 x full-page colour advertisement in AMA Queensland's *Doctor Q* e-magazine (4 issues per year) (A4 portrait, 210mm (w) x 297mm (h)).
- ▶ 1 x half-page landscape colour advertisement in AMA Queensland's *Doctor Q* e-magazine (4 issues per year) (186mm (w) x 131mm (h)).
- ▶ 1 x full-page colour advertisement in AMA Queensland's *Internship 101 Guide* (online and printed in the second half of the year) (A4 portrait, 210mm (w) x 297mm (h), with 3mm bleed on all sides).
- ▶ 4 x banner landscape advertisement in an AMA Queensland e-newsletter sent to either junior doctors or GPs and specialists in private practice (1200px (w) x 225px (h)).
- ▶ 1 x delegate or VIP lounge.
- ▶ Package T&Cs: select any events to sponsor except *Annual Conference*.

Platinum sponsorship package – 1 event \$18,150*

- ▶ 25 paid sponsored delegate tickets for medical students or junior doctors to attend a conference. Sponsored ticket includes: registration for 1.5 day conference, transport to/from the venue(s), social function and catering. Sponsor can give us names of delegates or AMA Queensland can advertise the sponsored delegate tickets on our website, email marketing and social media. Please note sponsored delegate tickets do not include accommodation and travel to destination.
- ▶ Triple exhibition space.
- ▶ Logo placement in prominent position on the cover of conference program and event banner.
- ▶ Acknowledgement platinum sponsor on marketing materials produced for the event such as the event web page, emails and social media.
- ▶ 2 x full-page colour advertisement in the printed and online conference program (A4 portrait, 210mm (w) x 297mm (h), with 3mm bleed on all sides).
- ▶ 10-minute speaking opportunity or participation in a panel session.
- ▶ 4 x complimentary conference registrations.
- ▶ 4 x complimentary social function registrations.
- ▶ 2 x banners displayed at the event (provided by sponsor).
- ▶ 1 x full-page colour advertisement in an edition of AMA Queensland's *Doctor Q* e-magazine (A4 portrait, 210mm (w) x 297mm (h)).
- ▶ Acknowledgment in the wrap-up article in AMA Queensland's *Doctor Q* e-magazine.
- ▶ Acknowledgement as platinum sponsor by AMA Queensland in opening and closing speeches.
- ▶ Trade exhibit prominently positioned in catering areas.
- ▶ Access to all catering on all the conference days.
- ▶ Social media title (2 sizes) to share on your company's social networks i.e. 'I am exhibiting at...'
- ▶ Opportunity to provide promotional material to delegates to take home in conference bag.
- ▶ Opportunity to provide content for the post conference email such as PDF brochures, flyers, special offers and web links.



Sponsorship package inclusions

continued

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

Gold sponsor – 1 event \$13,200*

- ▶ Double exhibition space (6m x 2m exhibition booth or 2 x trestle tables, depending on event).
- ▶ Logo placement in prominent position on the cover of conference program and acknowledgement as *gold sponsor* on marketing materials produced for the event such as the event web page, emails and social media.
- ▶ 1 x full-page colour advertisement in the printed and online conference program (A4 portrait, 210mm (w) x 297mm (h), with 3mm bleed on all sides).
- ▶ 10-minute speaking opportunity or participation in a panel session.
- ▶ 4 x complimentary registrations.
- ▶ 4 x complimentary social function registrations.
- ▶ 2 x banners displayed at the event (provided by sponsor).
- ▶ 1 x full-page colour advertisement in an edition of AMA Queensland's *Doctor Q* e-magazine (A4 portrait, 210mm (w) x 297mm (h)).
- ▶ Acknowledgment in the wrap-up article in AMA Queensland's *Doctor Q* e-magazine.
- ▶ Acknowledgement as *gold sponsor* by AMA Queensland in opening and closing speeches.
- ▶ Trade exhibit prominently positioned in catering areas.
- ▶ Access to all catering on all the conference days.
- ▶ Social media title (2 sizes) to share on your company's social networks i.e. 'I am exhibiting at...'
- ▶ Opportunity to provide promotional material to delegates to take home in conference bag.
- ▶ Opportunity to provide content for the post-conference email such as PDF brochures, flyers, special offers and web links.

Silver sponsor – 1 event \$8,250*

- ▶ Single exhibition space (3m x 2m exhibition booth or 1 x trestle table, depending on event).
- ▶ Logo placement in prominent position in the conference program and acknowledgement as *silver sponsor* on marketing materials produced for the event such as website, emails and social media.
- ▶ 1 x half-page landscape colour advertisement in the printed and online conference program (186mm (w) x 131mm (h), no bleed).
- ▶ 5-minute speaking opportunity at the conference or participation in a panel session.
- ▶ 1 x half-page landscape colour advertisement in an edition of AMA Queensland's *Doctor Q* e-magazine (186mm (w) x 131mm (h)).
- ▶ Acknowledgment in the wrap-up article in AMA Queensland's *Doctor Q* e-magazine.
- ▶ Acknowledgement as *silver sponsor* by AMA Queensland in opening and closing speeches.
- ▶ 2 x complimentary registrations.
- ▶ 2 x complimentary social function registrations.
- ▶ 1 x banner displayed at the event (provided by sponsor).
- ▶ Trade exhibit in prominent position in catering areas.
- ▶ Access to all catering over both days of the conference.
- ▶ Social media title (2 sizes) to share on your company's social networks i.e. 'I am exhibiting at...'
- ▶ Opportunity to provide promotional material to delegates to take home in conference bag.
- ▶ Opportunity to provide content for the post conference email such as PDF brochures, fliers, special offers and web links.

Sponsorship package inclusions

continued

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

Bronze sponsor – 1 event \$3,025*

- ▶ Catering sponsor for a morning tea, afternoon tea or networking canapés branded with your company logo.
- ▶ Opportunity to have a single exhibition space (3m x 2m exhibition booth or 1 x trestle table, depending on event). Our AMA Queensland events team can set up with your merchandise, brochures if you can't attend in person.
- ▶ Acknowledgement as *bronze sponsor* on marketing materials produced for the event such as website, emails and social media.
- ▶ 1 x quarter-page landscape colour advertisement in the printed and online event program (186mm (w) x 63mm (h), no bleed).
- ▶ Acknowledgment in the wrap-up article in AMA Queensland's *Doctor Q* e-magazine.
- ▶ Acknowledgement as *bronze sponsor* by the AMA Queensland in opening and closing speeches.
- ▶ Social media title (2 sizes) to share on your company's social networks i.e. 'I am exhibiting at...'
- ▶ Opportunity to provide promotional material to delegates to take home in conference bag.
- ▶ Opportunity to provide content for the post conference email such as PDF brochures, flyers, special offers and web links.

Trade exhibitor \$1,980*

- ▶ Logo on the event web page, conference program and email marketing.
- ▶ Trestle table and 2 chairs in trade exhibitor area (no tablecloth).
- ▶ 1 x banner displayed at the event (provided by exhibitor).
- ▶ 2 x complimentary trade exhibitor registrations.
- ▶ Access to all catering on all the conference days.
- ▶ Social media title (2 sizes) to share on your company's social networks i.e. 'I am exhibiting at...'
- ▶ Opportunity to provide promotional material and corporate gift to delegates to take home in conference bag.
- ▶ Opportunity to purchase tickets to the social function.
- ▶ Opportunity to provide prize in exhibitor raffle.
- ▶ Opportunity to provide advertisement for the printed and online event program. Third-page landscape colour advertisement (186mm (w) x 86mm (h), no bleed) included or upgrade your advertisement to (additional cost) full-page \$500 or half-page \$250.
- ▶ Opportunity to provide content for virtual delegate bag email sent to all delegates after the event

Lanyard sponsor – only 1 per event \$990*

- ▶ Logo on every conference lanyard worn by delegates during the event.
- ▶ Lanyard co-branded with AMA Queensland's logo, connecting your organisation with one of the medical industry's most trusted.
- ▶ Logo on the event web page, conference program and email marketing.
- ▶ Mention in the Chair notes at event.
- ▶ Banner displayed at the event (provided by sponsor).
- ▶ 2 x complimentary tickets to attend the event.
- ▶ Opportunity to provide content for virtual delegate bag email sent to all delegates after the event



Sponsorship package inclusions

continued

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

Event coffee cart sponsor

\$3,025* per day

- ▶ Branded coffee cart hire, including delivery.
- ▶ Barista to make coffee, tea, hot chocolates for delegates.
- ▶ Logo on the event web page, conference program and email marketing.
- ▶ Acknowledgement as a sponsor in opening and closing speeches by AMA Queensland.
- ▶ Banner displayed at the event (provided by sponsor).
- ▶ 2 x complimentary tickets to attend the event.
- ▶ Opportunity to have a single exhibition space (1 x trestle table).

Exhibitor and social sponsor – package 1

Beverage and entertainment for conference delegates

\$8,250*

- ▶ Logo placement in a prominent position in the event program and acknowledgement as *exhibitor and social sponsor* on marketing material produced for the event.
- ▶ 1 x half-page landscape colour advertisement in the printed and online event program (186mm (w) x 131mm (h), no bleed).
- ▶ 5-minute speaking opportunity at the event.
- ▶ Acknowledgment in the wrap-up article in AMA Queensland's *Doctor Q* e-magazine.
- ▶ Acknowledgement by the AMA Queensland Vice President in opening and closing speeches as *exhibitor and social sponsor*.
- ▶ 2 x complimentary registrations.
- ▶ 4 x complimentary social function registrations.
- ▶ Opportunity to provide promotional material to delegates to take home in conference bag.

Exhibitor and social sponsor – package 2

Social activity for conference delegates

\$5,500*

- ▶ Logo placement in a prominent position in the event program and acknowledgement as *exhibitor and social sponsor* on marketing material produced for the event.
- ▶ 1 x half-page landscape colour advertisement in the printed and online event program (186mm (w) x 131mm (h), no bleed).
- ▶ 5-minute speaking opportunity at the event.
- ▶ Acknowledgment in the wrap-up article in AMA Queensland's *Doctor Q* e-magazine.
- ▶ Acknowledgement in opening and closing speeches as *exhibitor and social sponsor*.
- ▶ 2 x complimentary registrations.
- ▶ 4 x complimentary social function registrations.
- ▶ Trade exhibit in prominent position in catering areas.
- ▶ Opportunity to provide promotional material to delegates to take home in conference bag.



Sponsorship package inclusions

continued

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

Sponsor a delegate package

\$968*

Do you want to help a young medical professional attend one of our events?

As you know Medical students and junior doctors have no or minimal income while they train. Build brand loyalty early while lending a hand.

Delegate inclusions:

- ▶ Accommodation.
- ▶ Event registration.
- ▶ Social functions.
- ▶ \$50 meal voucher if catering not supplied by event.

Sponsor inclusions:

- ▶ Logo on the AMA Queensland event web page as a *delegate sponsor*.
- ▶ Mention in the event thank-you announcement to our sponsors.

Sponsor a delegate registration

\$209*

Delegate inclusions:

- ▶ Event registration.

Sponsor inclusions:

- ▶ Logo on the AMA Queensland event web page as a *delegate sponsor*.
- ▶ Mention in the event thank-you announcement to our sponsors.

In-person speaking opportunity

\$1,815*

In-person speaking opportunity or participation in a panel session.

- ▶ Topic must be relevant to be accepted for event program.
- ▶ AMA Queensland assesses proposed topics.

- ▶ 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...'

Sponsorship package inclusions

continued

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

Delegate or VIP lounge sponsor

\$5,500*

- ▶ Dedicated area on the exhibition floor.
- ▶ Delegate activation station (such as fresh juice) to entice delegates.
- ▶ Logo placement in conference program and acknowledgement as *delegate lounge sponsor* on marketing materials produced for the event such as the event web page, emails and social media.
- ▶ 1 x half-page landscape colour advertisement in the printed and online event program (186mm (w) x 131mm (h), no bleed).
- ▶ 2 x complimentary registrations.
- ▶ 2 x banners displayed at the event (provided by sponsor).
- ▶ Acknowledgment in the wrap-up article in AMA Queensland's *Doctor Q* e-magazine.
- ▶ Acknowledgement by AMA Queensland in opening and closing speeches.
- ▶ Access to all catering on all days of the event.
- ▶ Social media title (2 sizes) to share on your company's social networks i.e. 'I am exhibiting at...'
- ▶ Opportunity to provide promotional material to delegates to take home in conference bag.
- ▶ Opportunity to provide content for the post conference email such as PDF brochures, flyers, special offers and web links.

VIP Gala, Dinner or Breakfast table sponsor

\$3,025*

- ▶ Logo placement in the event program on each table.
- ▶ Acknowledgement as *table sponsor* on marketing materials produced for the event such as event web page, emails and social media
- ▶ 10 tickets to the event.
- ▶ Opportunity to donate a prize for event to help raise money for the AMA Queensland Foundation.
- ▶ 2 x banners displayed at the event (provided by sponsor).
- ▶ Opportunity to provide content for the post conference email such as PDF brochures, flyers, special offers and web links.

Branded tradeshow bag

\$2,750*

- ▶ Great for A4 size documents.
- ▶ Bag size: 250mm (w) x 330mm (h) x 50mm (d).
- ▶ 1 colour bag, 1 colour logo in 1 position.
- ▶ AMA Queensland logo and your logo on the same bag.
- ▶ Bag will be used at conferences and events to hold attendee event information and merchandise.
- ▶ Colour options: White, Black, Red (185c), Yellow (122c), Orange (164c), Navy Blue (2768c), Hot Pink (211c), Powder Blue (284c), Royal Blue (2728c), Grey, Teal (7711c), Lime Green (382c).
- ▶ Quantity 1,000



Satchel inserts

\$242*

- ▶ Delegates will be provided with 1 x A4 single or double-sided insert provided to delegates at event registration.

Sponsorship package inclusions

continued

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

Annual Conference major sponsorship

\$13,200*

- ▶ Location is Athens, Greece, in 2024.
- ▶ Logo placement in prominent position on the cover of conference program and acknowledgement as *Annual Conference sponsor* on marketing materials produced for the event such as the event web page, emails and social media.
- ▶ 2 x 45-minute, in-person presentations or panel discussions relevant to the conference theme. (If possible)
- ▶ 1 x full-page colour advertisement in the printed and online conference program (A4 portrait, 210mm (w) x 297mm (h), with 3mm bleed on all sides).
- ▶ 2 x complimentary conference registrations.
- ▶ 2 x complimentary social function registrations.
- ▶ 2 x banners displayed at the event (provided by sponsor).
- ▶ 1 x organic social media advertising (one post per exhibitor).
- ▶ 1 x full-page colour advertisement in an edition of AMA Queensland's *Doctor Q* e-magazine (A4 portrait, 210mm (w) x 297mm (h)).
- ▶ Acknowledgment in the wrap-up article in AMA Queensland's *Doctor Q* e-magazine.
- ▶ Acknowledgement by AMA Queensland in opening and closing speeches.
- ▶ Access to all catering over the four conference days for you and your family (morning teas and some lunches).
- ▶ Social media titles to share on your company's social networks i.e. 'I am exhibiting at...'
- ▶ Access to AMA Queensland photos taken during the event for your social media use (other uses by request).
- ▶ Opportunity to provide content for the post conference email such as PDF brochures, flyers, special offers and web links.
- ▶ Travel and accommodation costs are not included. Please contact Orbit World Travel amaq@orbitworldtravel.com.au for land packages and flight information.
- ▶ Explore other marketing activities to maximise your investment – we're open to offers.

COVID-safe events

AMA Queensland is committed to providing COVID-safe events. Hand sanitiser and social distancing reminders will be provided and all in-person events. We ask event attendees to help ensure a COVID-safe environment by staying home if they feel unwell or have COVID-like symptoms. If attendees are unwell, we advise them to please contact our Events Team to request a full refund: events@amaq.com.au.



Exhibitor to-do list

Due date	Task	Notes
When you confirm your sponsorship	Send logo, social media handles and booking form	Send to events@amaq.com.au
As soon as possible	Register for conference as a sponsor	Register staff on your trade stand by emailing registrations@amaq.com.au with: name, title, company, contact number, any dietary requirements.
As soon as possible	Send images and wording from your organisation	Please email to events@amaq.com.au with: <ul style="list-style-type: none"> ▶ several appropriately licensed images we can use to inspire delegates ▶ approved wording for marketing content ▶ speaker biography, presentation title and description.
Now and leading up to event	Connect with us on socials	Email events@amaq.com.au to ask for social media tiles 'I am exhibiting at...' (2 sizes – Instagram and Facebook/LinkedIn). Tag AMA Queensland in your 'I am speaking/exhibiting at social posts, or other posts related to the event. We'll engage and amplify your message.
By 1 month before the event	Send program advertisement	Please send a colour advertisement to events@amaq.com.au <ul style="list-style-type: none"> ▶ Platinum sponsor: included in package. ▶ Gold sponsor: included in package. ▶ All other sponsors: third-page included in package or upgrade to full-page \$550 or half-page \$275.
2 weeks before event	Post merchandise	Contact the events team events@amaq.com.au to get the postal address for your event if you wish to send merchandise and collateral.
2 weeks before event	Prize for day of event (optional)	Exhibitors are encouraged to provide a gift/prize for delegate engagement. Please email events@amaq.com.au to let us know what your prize is so we can include it in the final email to delegates which goes out 1-2 days prior to the event.
Week of event	Suggestions of what to bring with you: (optional)	<ul style="list-style-type: none"> ▶ Brochures. ▶ Business cards. ▶ Merchandise/giveaways/raffle prize. ▶ iPad to show pictures/presentations/website. ▶ Laptop (remember to charge it). ▶ 1-2 Banners as per your sponsorship. ▶ Branded tablecloth if you have one.
1 week after event	Virtual delegate bag email	Send content for final thank you for attending email which can include special offers, brochures, PDFs, web links and contact information.

Advertising kit

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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

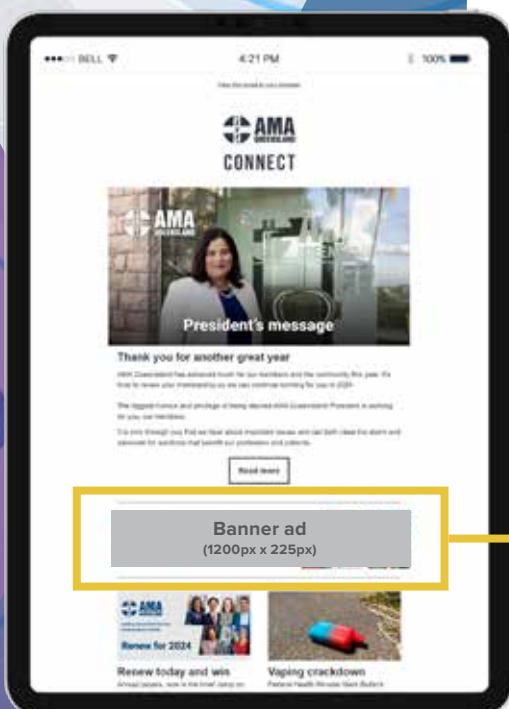
Frequency

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

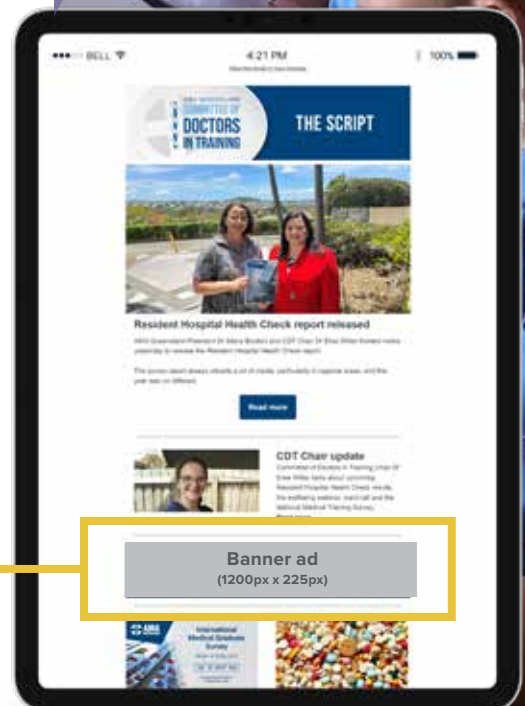
Every second month.

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

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

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.

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

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

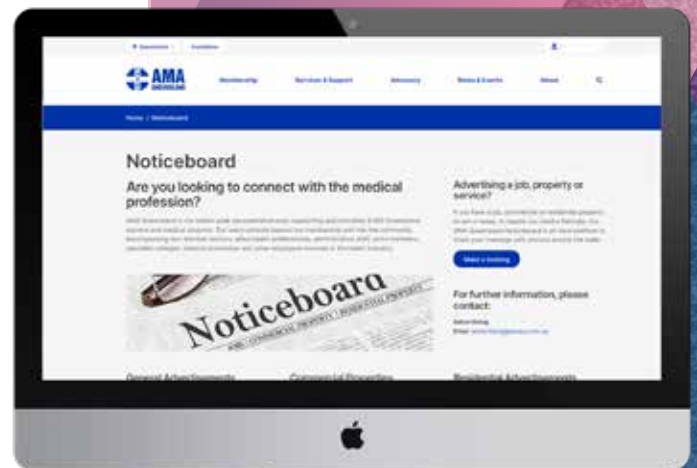
- ▶ Members
- ▶ Doctors
- ▶ Media
- ▶ Health professionals
- ▶ General public
- ▶ Stakeholders

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.

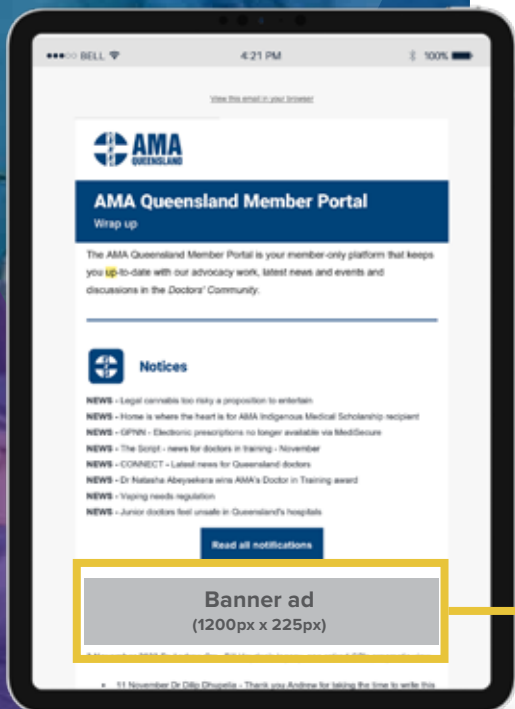
Frequency

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

Phone 07 3872 2222

Event sponsorship booking form 2024



Please select the sponsorship package/s for the event/s you want to sponsor in the table below and on the next page:

For all pricing and inclusions, please refer to the AMA Queensland Event Sponsorship Prospectus 2024 pages 5 to 11.

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

Platinum sponsorship and advertising package
 Platinum sponsorship package – 1 event
 Gold sponsor – 1 event
 Silver sponsor – 1 event
 Bronze sponsor – 1 event
 Trade exhibitor
 Lanyard sponsor – only 1 per event
 Event coffee cart sponsor
 Exhibitor and social sponsor – package 1
 Exhibitor and social sponsor – package 2
 Sponsor a junior delegate – registration only
 Fully hosted junior delegate with accommodation
 In-person speaking opportunity
 Delegate or VIP lounge sponsor
 Branded tradeshow bag
 Satchel inserts
 VIP Gala, Dinner or Breakfast table sponsor
 Annual O/S conference major sponsor

	Event	Date	No. of registrations	\$49,500*	\$18,150*	\$13,200*	\$8,250*	\$3,025*	\$1,980*	\$990*	\$3,025*	\$8,250*	\$5,500*	\$209*	\$968*	\$1,815*	\$5,500*	\$2,750*	\$242*	\$3,025*	\$13,200*	
MARCH	Medical Careers Expo – Voco Hotel, Brisbane	Sat 9 Mar	500																			
MAY	AGM and Dinner for the Profession – The Star, Brisbane	Fri 24 May	250																			
JUNE	Member Networking Event – Cairns	Wed 5 Jun	50																			
	Women in Medicine Breakfast – Cairns	Thu 6 Jun	100																			
	Junior Doctor Conference – Cairns	Sat 8 – Sun 9 Jun	150																			
	Member Networking Event – Sunshine Coast	TBA	80																			
JULY	AMA Queensland Foundation Charity Gala – Brisbane	Sat 20 Jul	200																			
SEPTEMBER	Annual Conference International – Athens, Greece	Sun 15 – Sat 21 Sept	120																			
OCTOBER	Women in Medicine Breakfast – Waters Edge, Brisbane	Thu 17 Oct	250																			
NOVEMBER	Member Networking Event – Brisbane	Thu 7 Nov	100																			
DECEMBER	Intern Workshops x 3 – Brisbane, Gold Coast and Townsville	TBA Dec	300																			
2025 MARCH	Medical Careers Expo	Sat 8 Mar	500																			
2025 APRIL	Annual Conference Trans-Tasman	Mon 7 – Sun 13 Apr	120																			
2025 MAY	Fraser Coast Health Conference	Sat 17 – Sun 18 May	150																			
	AGM and Dinner for the Profession	Fri 30 May	250																			

Event dates, locations and details are subject to change.

Number of each sponsorship packages:																						
--------------------------------------	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

TOTAL \$	
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Event sponsorship booking form 2024 continued



Organisation information

Company name: _____

Contact name: _____

Mailing address: _____

ABN: _____

Phone: _____

Email: _____

Signature: _____

Event sponsorship package

Please list event and sponsorship package

_____	\$
_____	\$
_____	\$
_____	\$
_____	\$
_____	\$
_____	\$
_____	\$
_____	\$
Total	\$

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 sponsorship and 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.
- ▶ Sponsorship 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.
- ▶ Event sponsorship packages are non-refundable, if you need to cancel please let the events team know and they will do their best to find a replacement sponsor for that event(s). If one is found we will organise a refund through our finance department.

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: events@amaq.com.au

Phone: 07 3872 2222

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

View our privacy policy at ama.com.au/qld/privacy-policy.

ama.com.au/qld

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

Advertising booking form 2024 continued



Organisation information

Company name: _____

Contact name: _____

Mailing address: _____

ABN: _____

Phone: _____

Email: _____

Signature: _____

Advertising total

Publication

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

Terms and conditions

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- ▶ 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.

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