



AMA
QUEENSLAND

2018

ADVERTISING KIT



OUR MEMBERS,
YOUR OPPORTUNITIES

CONTENTS

AMA Queensland keeps members up-to-date through a range of online and printed publications that can be tailored to suit a specific audience or specialist group.

Our Sponsorship and Marketing team can assist in tailoring a proposal to meet your marketing objectives and budget.

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“

AMA Queensland represents more than 6,000 registered doctors and 900 student members throughout Queensland. We offer lobbying, 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.

”

AMA QUEENSLAND MEMBER PROFILE

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

37%

SPECIALISTS

Medical specialists are doctors who have completed advanced education and clinical training in a specific area of their specialty area.

24%

DOCTORS IN TRAINING

A Junior Doctor in training, years one to five.

19%

SALARIED MEDICAL OFFICER (SMO)

Medical officers employed by the hospital on a full time or part time salaried basis.

19%

GENERAL PRACTITIONERS

A doctor based in the community who treats patients with minor or chronic illnesses and refers those with serious conditions to a hospital.

<1%

ACADEMIC

A teacher or scholar in a medical university or other institute of higher education.



DOCTOR Q

DISTRIBUTION

- ▶ Approximately 5,500 printed and posted
- ▶ Approximately 6,500 sent via electronic catalogue

TARGETS

- ▶ General practitioners (GPs), specialists, salaried medical officers,
- ▶ Doctors in Training, part-time, academics, retired doctors,
- ▶ Students, subscribers, medical and health professionals

TOPICS

Doctor Q is divided loosely under the following categories:

- ▶ Reports
- ▶ Features
- ▶ Current Issues
- ▶ Business Tools
- ▶ People and Events
- ▶ Lifestyle

SIZE

68 - 76 average page quantity
A4 gloss magazine

STOCK

Matt cello cover on 180gsm gloss with inside pages being full colour on 100gsm gloss

FREQUENCY

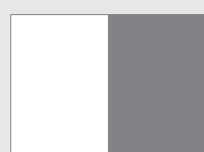
Four issues in 2018 published during Autumn, Winter, Spring, Summer

| Issue | Booking deadline | Artwork due | Release Date |
|--------|------------------|-------------|--------------|
| Autumn | 26 January | 8 February | 1 March |
| Winter | 27 April | 11 May | 1 June |
| Spring | 3 August | 10 August | 31 August |
| Summer | 25 October | 8 November | 30 November |

| Advert Size | \$ Per issue (casual) | \$ Per issue (2-3) | \$ Per issue (All 4) |
|-------------|-----------------------|--------------------|----------------------|
| Full Page | 2,235 | 1,956 | 1,778 |
| Half Page | 1,433 | 1,298 | 1,185 |
| Classified | 416 | 392 | 297 |
| Insert | 1,825 | 1,695 | 1,630 |

** All prices are GST exclusive*

**AMA Queensland provides a Graphic Design service to assist in creating artwork. Costings on request*



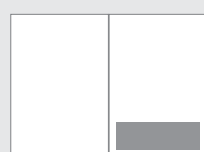
FULL PAGE

Bleed 220 x 307 mm high
Trim 210 x 297 mm high
Text 200 x 287 mm high



HALF PAGE

Trim 188 x 125 mm high
Text 178 x 115mm high



CLASSIFIED

Trim 188 x 44 mm high
Text 178 x 34 mm high

All artwork must be supplied as a **high-res/ print ready PDF** and exclude crop marks, registration bars, spot colors and registration colors. If specifications are not met artwork needs to be resubmitted.

**A design template can be provided upon request.*

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

A glossy, full colour magazine that features in-depth articles, editorial, lifestyle and industry information.



PULSE

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



DISTRIBUTION

Approximately 6,000 sent via electronic media

TARGETS

- ▶ General Practitioners (GPs)
- ▶ Specialists
- ▶ Salaried medical officers
- ▶ Part-time, academics, retired doctors
- ▶ Medical and health professionals

FREQUENCY

Published in the third week of every month

ARTWORK DUE

One week prior to publication

| Type | \$ Per issue (casual) | \$ Per issue (2-3) | \$ Per issue (12) |
|--------|--------------------------|-----------------------|----------------------|
| Banner | 895 | 731 | 562 |

SPECIFICATION

- ▶ JPG only
- ▶ 269px wide X 179px high
- ▶ Hyperlink to:
 - ▶ Supplied PDF
 - ▶ Website
 - ▶ Email

EVENTS AND TRAINING

Comprehensive listing of upcoming events and training.

DISTRIBUTION

Approximately 5,500 sent via electronic media for purpose of notification of upcoming events, training and conferences.

TARGETS

- ▶ General Practitioners (GPs)
- ▶ Specialists
- ▶ Salaried medical officers
- ▶ Doctors-in-training
- ▶ Part-time, academics, retired doctors
- ▶ Medical and health professionals

FREQUENCY

Published in the first week of every month

ARTWORK DUE

One week prior to publication

| Type | \$ Per issue (casual) | \$ Per issue (5+) | \$ Per issue (12) |
|--------|-----------------------|-------------------|-------------------|
| Banner | 882 | 717 | 551 |

SPECIFICATION

- ▶ JPG only
- ▶ 600px wide X 150px high
- ▶ Hyperlink to:
 - ▶ Supplied PDF
 - ▶ Website
 - ▶ Email

**A design template can be provided upon request.*



WEBSITE AND CLASSIFIEDS

OVERVIEW

The AMA Queensland website is the key point of contact for members, media, consumers and non-members. It is an essential resource centre for members to update their personal details, log into a members only area, resource journals and articles and for non-members, media or the general public, it provides a platform of medical resources.

TARGETS

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

FREQUENCY

Updated within three business days

CLASSIFIEDS

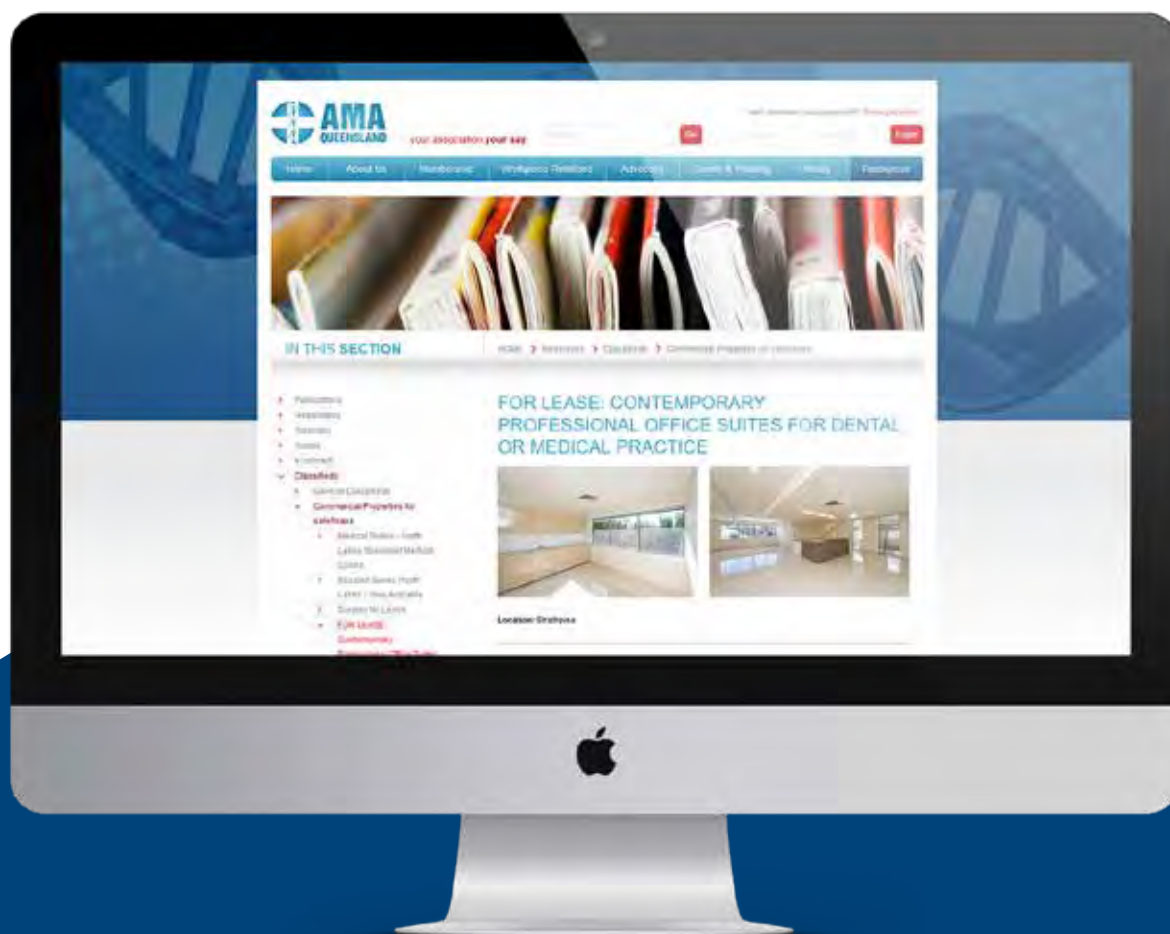
Classifieds is a section of the website and acts as a classified section for real estate, advertising job vacancies, general notices, commencement of practice and advertisements.

| Type | \$ Per 30 Days (casual) | \$ Per 60 Days | \$ Per 90 Days |
|------------|-------------------------|----------------|----------------|
| Classified | 174 | 289 | 405 |

SPECIFICATION

- ▶ Title
- ▶ Description
- ▶ Hyperlinks to emails and/or website
- ▶ Image or collage of images
 - ▶ JPG only
 - ▶ 550px wide X 300px high

**A design template can be provided upon request.*



ADVERTISING CONDITIONS

TERMS & CONDITIONS

- ▶ All prices are GST exclusive
- ▶ 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

PRINTED ARTWORK SPECIFICATIONS

- ▶ Must be supplied as high resolution PDF files in CMYK colour mode with no RGB, spot or PMS colours.
- ▶ All images must be high-resolution (at least 300dpi @ 100%), converted to CMYK colour mode and embedded within the PDF. No responsibility will be taken for print colour and quality reproduction if these specifications are not met.
- ▶ All fonts must be embedded in the PDF or converted to outlines.
- ▶ Double page and full page ads require no crop marks, 5mm bleed and 10mm margin.
- ▶ No type should be smaller than 6 points.

DISCLAIMER

While AMA Queensland will do all 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.

CONTACTS

Sponsorship & Events Executive

Louise Glynn
lglynn@amaq.com.au
(07) 3872 2269

Events & Marketing Co-ordinator

Sharyn Mick
s.mick@amaq.com.au
(07) 3872 2247

Member Relations & Communications General Manager

Holly Bretherton
h.bretherton@amaq.com.au
(07) 3872 2248

Graphic Designer

Aleisha Coffey
a.coffey@amaq.com.au
(07) 3872 2252