



AMA
QUEENSLAND



2019

ADVERTISING KIT



OUR MEMBERS, YOUR OPPORTUNITIES

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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 6,200 registered doctors and 3,500 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.

19%

SALARIED MEDICAL OFFICER (SMO)

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

<1%

ACADEMIC

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

24%

DOCTORS IN TRAINING

A Junior Doctor in training, years one to five.

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.



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	25 January	11 February	11 March
Winter	23 April	14 May	10 June
Spring	13 August	21 August	9 September
Summer	8 November	12 November	9 December

Advert Size	\$ Per issue (casual)	\$ Per issue (2-3)	\$ Per issue (All 4)
Full Page	2,458	2,151	1,956
Half Page	1,576	1,427	1,303
Classified	458	431	327
Insert	2,007	1,864	1,793

** All prices are GST inclusive*

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

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



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 CMYK high-res/print ready PDF

Full Page Artwork is to include **5mm bleed**

Half Page and Classified Artwork is to feature **NO bleed**

All artwork is to **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.

CONNECT

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 fourth week of every month

ARTWORK DUE

One week prior to publication

Type	\$ Per issue (casual)	\$ Per issue (2-3)	\$ Per issue (12)
Banner	984	804	618

SPECIFICATION

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

**A design template can be provided upon request.
All prices are GST inclusive

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 second week of every month

ARTWORK DUE

One week prior to publication

Type	\$ Per issue (casual)	\$ Per issue (5+)	\$ Per issue (12)
Banner	970	788	606

SPECIFICATION

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

**A design template can be provided upon request.
* All prices are GST inclusive*



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	191	317	445

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.*

**All prices are GST inclusive*



ADVERTISING CONDITIONS

TERMS & 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

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.

CONTACT

Sponsorship:

sponsorship@amaq.com.au

