

# CANBERRA Doctor

Informing the Canberra  
medical community since 1988



PO Box 560 CURTIN ACT 2605

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## ADVERTISING AGREEMENT FOR CANBERRA DOCTOR 2022/2023

Advertiser: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Contact Name: \_\_\_\_\_

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

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

### Advertising Bookings for 2022

**PLEASE NOTE THAT THE FOLLOWING DATES MAY BE SUBJECT TO CHANGE.**

Booking and copy to be received by close of business on the following dates:

| ISSUE NUMBER | ADVERTISING CUT OFF DATES | REQUIRED <input checked="" type="checkbox"/> |
|--------------|---------------------------|--|
| Issue 1      | Monday 14/2/22            | <input type="checkbox"/>                     |
| Issue 2      | Monday 12/4/22            | <input type="checkbox"/>                     |
| Issue 3      | Monday 13/6/22            | <input type="checkbox"/>                     |
| Issue 4      | Monday 15/8/22            | <input type="checkbox"/>                     |
| Issue 5      | Monday 11/10/22           | <input type="checkbox"/>                     |
| Issue 6      | Monday 12/12/22           | <input type="checkbox"/>                     |

### Advertising Bookings for 2023

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Booking and copy to be received by close of business on the following dates:

| ISSUE NUMBER | ADVERTISING CUT OFF DATES | REQUIRED <input checked="" type="checkbox"/> |
|--------------|---------------------------|--|
| Issue 1      | Monday 13/2/23            | <input type="checkbox"/>                     |
| Issue 2      | Monday 17/4/23            | <input type="checkbox"/>                     |
| Issue 3      | Monday 12/6/23            | <input type="checkbox"/>                     |
| Issue 4      | Monday 14/8/23            | <input type="checkbox"/>                     |
| Issue 5      | Monday 16/10/23           | <input type="checkbox"/>                     |
| Issue 6      | Monday 11/12/23           | <input type="checkbox"/>                     |

## Advertising Agreement for Canberra Doctor 2022-2023

When preparing advertising copy please note the following dimensions of our publication. 5 columns per page. Please use this as a guide for artwork.

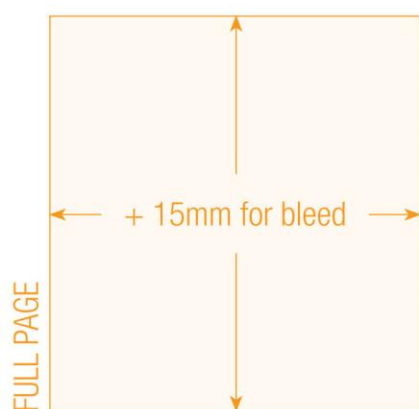
|           |   |       |
|-----------|---|-------|
| 1 column  | - | 46mm  |
| 2 columns | - | 97mm  |
| 3 columns | - | 148mm |
| 4 columns | - | 199mm |
| 5 columns | - | 250mm |

**PRICING per advertisement:** (all prices are GST inclusive)

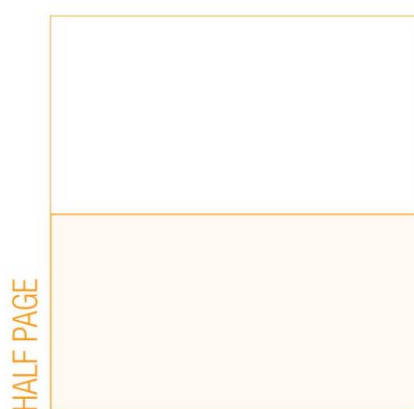
### Early General News Rates (EGN)

*Placement and artwork/design as requested*  
(Please select relevant box)

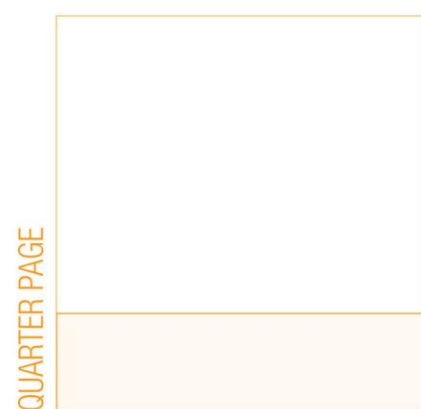
| <input checked="" type="checkbox"/> | Size   | 2021 Price | 2022 Price |
|-------------------------------------|--|------------|------------|
| <input type="checkbox"/>            | 1/5 page (97mm x 120mm)  | \$800.00   | \$800.00   |
| <input type="checkbox"/>            | 1/4 page (250mm x 80mm – strip)  | \$1,200.00 | \$1,200.00 |
| <input type="checkbox"/>            | 1/2 page (250mm x 120mm – strip)   | \$1,900.00 | \$1,900.00 |
| <input type="checkbox"/>            | Full page (250mm x 295mm)  | \$4,000.00 | \$4,000.00 |
| <input type="checkbox"/>            | Front Strip only (250mm x 80mm)  | \$1,500.00 | \$1,500.00 |
| <input type="checkbox"/>            | Special size – price available on request based on per column centimetre |            |            |



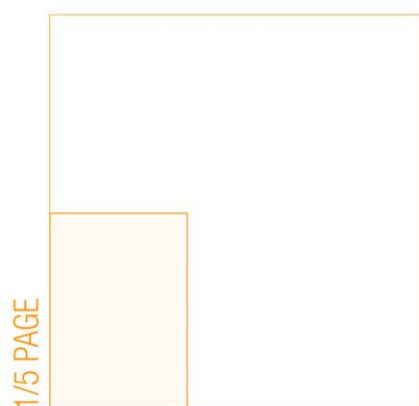
w: 250mm x h: 295mm



w: 250mm x h: 120mm



w: 250mm x h: 80mm



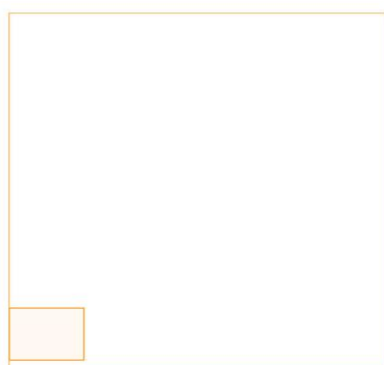
w: 97mm x h: 120mm

## PRICING per advertisement: (all prices are GST inclusive)

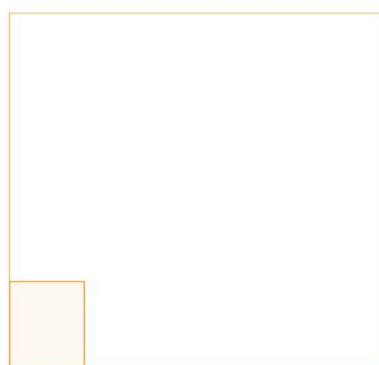
### Classifieds (back pages)

*Placement and artwork/design as requested*  
(Please select relevant box)

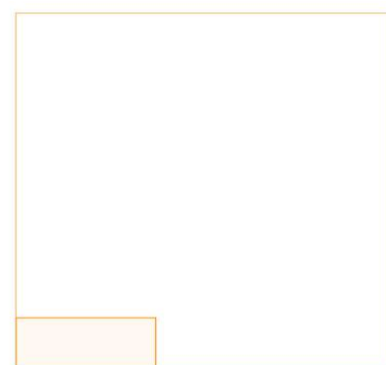
| <input checked="" type="checkbox"/> | Size:                                     | 2022 Price: | 2023 Price: |
|-------------------------------------|---|-------------|-------------|
| <input type="checkbox"/>            | 46mm x 39mm                               | \$125.00    | \$125.00    |
| <input type="checkbox"/>            | 46mm x 81mm                               | \$250.00    | \$250.00    |
| <input type="checkbox"/>            | 97mm x 39mm                               | \$250.00    | \$250.00    |
| <input type="checkbox"/>            | 97mm x 81mm                               | \$500.00    | \$500.00    |
| <input type="checkbox"/>            | 148mm x 122mm                             | \$1,150.00  | \$1,150.00  |
| <input type="checkbox"/>            | Special size – price available on request |             |             |



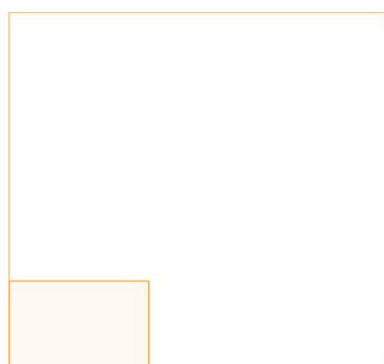
w: 46mm x h: 39mm



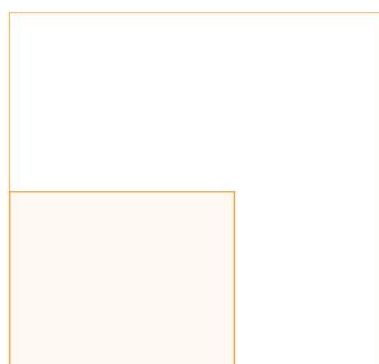
w: 46mm x h: 81mm



w: 97mm x h: 39mm



w: 97mm x h: 81mm



w: 148mm x h: 122mm

### “INSERTS AND NESTING” RATES

**INSERT** – inserted between the flysheet and the newspaper

**Single sheet** – cost \$750.00 per edition

**Multiple sheets** – contact AMA (ACT)

**NESTING** – inserted inside the front cover of the newspaper

**Single sheet** – cost \$1225.00 per edition

**Multiple sheets** – contact AMA (ACT)

## ADVERTISING OPTIONS

(Please tick one box only)

### AMA Member

- ☐ AMA Member discount - Single advertisement (15% discount applies)
- ☐ AMA Member discount - 6 Editions - paid monthly (20% discount applies)
- For special arrangements by negotiation, contact AMA (ACT) direct by calling (02) 6270 5410

### Non-Members

- ☐ Non-Members – no discount applies (single advertisement)
- ☐ Non-Members – 6 Editions – paid monthly (10% discount applies)
- For special arrangements by negotiation, contact AMA (ACT) direct by calling (02) 6270 5410

Commencement month / year

|  |  |
|--|--|
|  |  |
|  |  |

Expiry month / year

## TERMS AND CONDITIONS (please read and sign below):

- 2023 prices may be subject to change.
- Invoicing for single advertisements will be sent following publication.
- Pre-purchased advertising bookings require payment in advance.
- Payment of accounts within 30 days from invoice date.
- Where an advertisement requires typesetting, a proof in PDF format will be sent by email or fax for review prior to printing. This normally occurs in the week prior to publication.
- Initial design and layout included in cost of advert. There is no charge for one change. Subsequent changes may be charged at \$50 per change.
- Cancellation fee of 100% of advert cost for less than 21 days' notice to withdraw an advert may apply.
- AMA (ACT) reserves the right to vary the number and timing of editions.

I agree to the above terms and conditions:

\_\_\_\_\_  
(signature)

\_\_\_\_\_  
(date)

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