



**AMA**  
(ACT) LIMITED

# CANBERRA Doctor

## Advertising Kit 2023



# Who We Are

## Leading Canberra's Doctors

The Australian Medical Association (AMA) is the peak professional body for doctors in Canberra. We take pride in promoting and protecting the professional interests of doctors and the healthcare needs of all Australians.

## The AMA exists to...

- Promote and advance ethical behaviour by the medical profession and protect the integrity and independence of the doctor/patient relationship;
- promote and advance public health;
- protect the academic, professional and economic independence and the well being of medical practitioners; and
- preserve and protect the political, legal and industrial interests of medical practitioners.

## Ethics and Standards

The association is heavily involved in the maintenance of high ethical and professional standards and the quality of medical care through the application of a Code of Ethics, encouragement of peer review, hospital accreditation and delineation of the clinical privileges of working doctors in hospitals. These self-regulatory mechanisms provide public accountability and ensure the quality of care without government control.

## Core Business

To support, promote and advocate for the medical profession in the ACT.

## Vision

To provide strong, innovative leadership through advocacy and support for the medical profession.

## Our Goals

- A robust health system
- Leadership and representation
- Services and support

# Publication & Distribution

Canberra Doctor is the official publication of the Australian Medical Association (ACT).

The *Canberra Doctor* combines quality reporting and insightful analysis on the healthcare issues that matter most to members and patients. As the flagship publication of the organisation, the magazine documents the latest Canberra news, lobbying efforts and public health advocacy campaigns that AMA conducts for the betterment of doctors, patients and the Australian healthcare system.

## Content

*Canberra Doctor* includes a wide range of content, such as:

- Features on issues in health
- Financial, industrial and practice advice
- Profiles and opinion pieces
- Details of upcoming events
- ACT and national health news
- Lifestyle articles and reviews
- Medico-political articles
- Classifieds – professional listings, healthcare employment opportunities, real estate

A valued source of information for over

# 35 years



### Target readership:

Medical practitioners in the Greater Canberra region, Territory politicians and key players in government, media, universities and corporate healthcare

Authoritative, premium and thought-provoking content

### Social media:

*Canberra Doctor* is supported by the AMA (ACT)'s social media channels – Facebook, Twitter and LinkedIn

Informing the Canberra medical community since

# 1988

# Publication & Distribution

Canberra Doctor magazine is distributed to approximately 2000 doctors and medical students in the ACT and surrounding regions (regardless of their AMA member-status). It is distributed at no cost to doctors as a service to the medical community.

## Print + Digital editions

There will be six print + digital editions per year.

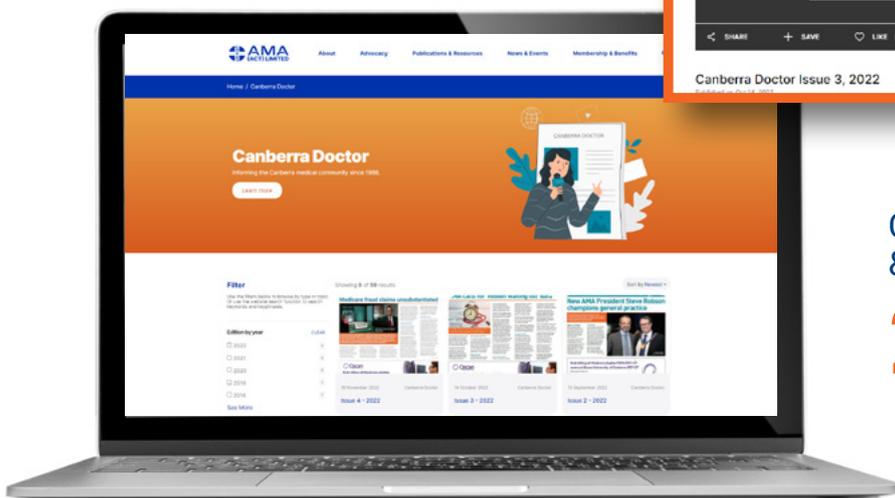
- Feb/Mar
- Apr/May
- June/July
- Aug/Sept
- Oct/Nov
- Dec/Jan

### Print:

- Full colour, 16-page professionally printed magazine in newspaper-style format (275mm wide x 325mm high).

### Digital:

- Available online in a digital flip-book format with live links to facilitate direct communication channels with potential clients.



Circulation in ACT & region approx  
**2,000**

**Six**  
issues per  
year published  
bi-monthly

# Benefits of advertising in *Canberra Doctor*



1

## We are independent

Our media is targeted to doctors and medical students with select advertisers only.

2

## Brand awareness

*Canberra Doctor* can help you increase brand awareness. Repeated advertising reinforces your brand message each issue.

3

## Niche target audience

*Canberra Doctor* is the only publication of its kind in the ACT and surrounding regions and enjoys a niche market. The magazine is distributed at no cost to all doctors in the ACT and surrounding areas of NSW. Other recipients include medical students, health policy makers and administrators in the Federal and ACT governments.

4

## 'AB' Demographic

We have a loyal and engaged audience with influence and spending power. *Canberra Doctor* reaches medical professionals including surgeons, medical specialists, physicians and GPs who represent a demographic of high net worth individuals (HNWI) that have a high disposable income. Advertising in *Canberra Doctor* ensures your message reaches this time-poor yet high-disposable income group.

5

## Credibility and trust

For over 35 years, *Canberra Doctor* has delivered high quality medical analysis to influential practitioners and researchers in medicine. It is well received by the profession and read with interest by local politicians and senior bureaucrats.

# 2023 Rates and Sizes

All prices are GST inclusive. 2023 prices and dates may be subject to change.

## General News *Prices are the total amount to be paid, inclusive of discount.*

Size	Non Member x1	Non Member x6 10% Discount	Member x1 15% Discount	Member x6 20% Discount
1/5 page (97mm x 120mm)	\$800.00	\$4,320.00	\$680.00	\$3,840.00
Front page strip (250mm x 80mm)	\$1,500.00	\$8,100.00	\$1,275.00	\$7,200.00
1/4 page strip (250mm x 80mm)	\$1,200.00	\$6,480.00	\$1,020.00	\$5,760.00
1/3 page (145mm x 120mm)	\$1,300.00	\$7,020.00	\$1,105.00	\$6,240.00
1/2 page strip (250mm x 120mm)	\$1,900.00	\$10,260.00	\$1,615.00	\$9,120.00
Full page (275mm x 325mm)	\$4,000.00	\$21,600.00	\$3,400.00	\$19,200.00

### Special size – price available on request based on per column centimetre

The diagrams illustrate the dimensions and layout for various special advertising sizes. Each diagram shows a white rectangular area with a grey shaded region representing the advertisement. The dimensions and labels are as follows:

- 1/5:** W:97mm x H:120mm. The grey area is a small rectangle in the bottom-left corner.
- FRONT PAGE STRIP:** W:250mm x H:80mm. The grey area is a horizontal strip at the bottom.
- 1/4:** W:250mm x H:80mm. The grey area is a horizontal strip at the bottom, wider than the front page strip.
- 1/3:** W:145mm x H:120mm. The grey area is a rectangle in the bottom-left corner, wider than the 1/5 size.
- 1/2:** W:250mm x H:120mm. The grey area is a horizontal strip at the bottom, wider than the 1/4 size.
- FULL PAGE:** W:275mm x H:325mm. The entire area is shaded grey.

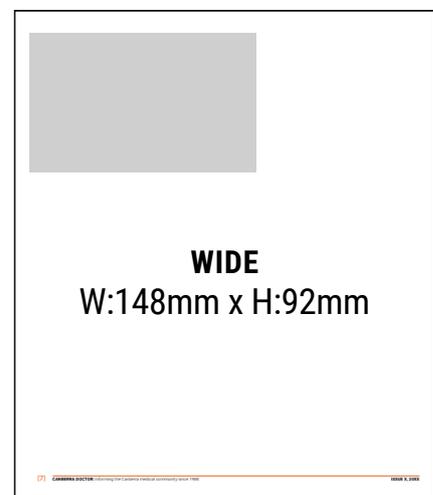
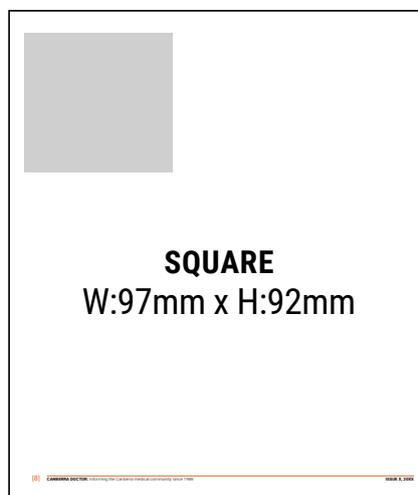
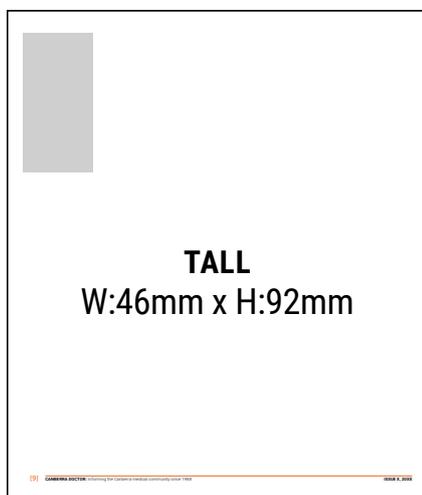
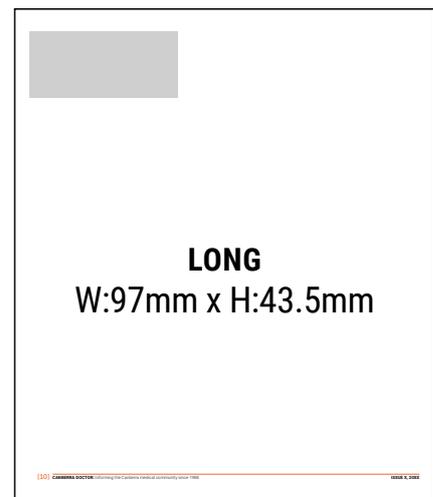
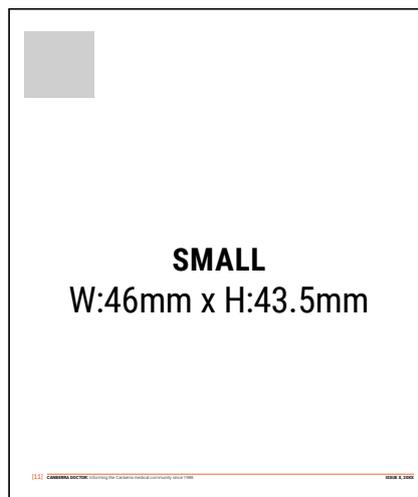
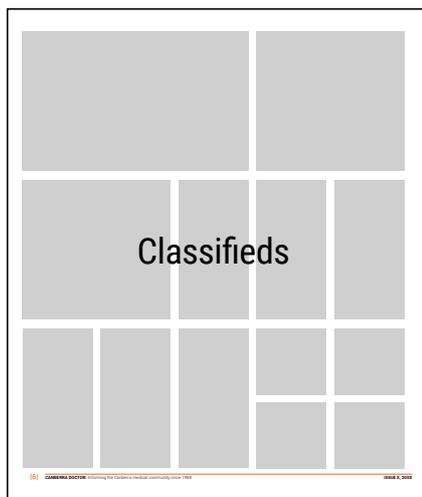
# 2023 Rates and Sizes

All prices are GST inclusive. 2023 prices and dates may be subject to change.

## Classifieds *Prices are the total amount to be paid, inclusive of discount.*

Size	Non Member x1	Non Member x6 10% Discount	Member x1 15% Discount	Member x6 20% Discount
Small (46mm x 43.5mm)	\$125.00	\$675.00	\$106.25	\$600.00
Long (97mm x 43.5mm)	\$250.00	\$1,350.00	\$212.50	\$1200.00
Tall (46mm x 92mm)	\$250.00	\$1,350.00	\$212.50	\$1200.00
Square (97mm x 92mm)	\$500.00	\$2,700.00	\$425.00	\$2,400.00
Wide (148mm x 92mm)	\$1,150.00	\$6,210.00	\$977.50	\$5,520.00

Special size – price available on request based on per column centimetre



# 2023 Rates and Sizes

All prices are GST inclusive. 2023 prices and dates may be subject to change.

## Inserts and Nesting

INSERT	NESTING
<b>Inserted between the flysheet and the newspaper</b>	<b>Inserted inside the front cover of the newspaper</b>
Single sheet – cost \$750.00 per edition	Single sheet – cost \$1,225.00 per edition
Multiple sheets – contact AMA (ACT)	Multiple sheets – contact AMA (ACT)

Insert example



Nesting example



# 2023 Rates and Sizes

All prices are GST inclusive. 2023 prices and dates may be subject to change.

## Advertorial

### What is an advertorial?

An advertorial is in essence a cross between an advertisement and editorial. Having both the look and feel of a news article, readers will associate your ad with our editorial reputation. As with a traditional print ad, advertorial content should be engaging, but it can go into much more detail about the product or service benefits and features.

### Tips for a Successful Advertorial

- Writing an effective advertorial can be challenging and should reflect an editorial tone of voice. Our experienced staff are prepared and ready to assist with any copy-writing needs you may have.\*
- Focus your advertorial content on the needs of the target audience.
- Optimal headlines ignite audience interest by conveying how you are going to solve their problems instead of simply listing a product name.
- Deliver on an editorial promise and ensure readers gain valuable information for investing time with your content.
- Avoid being overtly promotional, position your product benefits in the context of being a solution for audience needs.
- Honor journalistic integrity with your product claims and label your advertorial as an “advertisement”.

**Note:** If an Advertorial does not clearly state it is sponsored content, AMA ACT will add the label. The line will have the company name appearing in italic, as shown in the sample below:

Sponsored content by *ACB Medical*

\*Copywriting, layout and design available – cost included in price of advertorial.



**Pricing:** Advertorials are priced on a custom basis to match your needs. Get in touch with us for a quote [reception@ama-act.com.au](mailto:reception@ama-act.com.au)

# Advertising Deadlines

All prices are GST inclusive 2023 prices and dates may be subject to change.

Please note that the following dates may be subject to change.  
Please contact us to confirm the most up-to-date schedule.

## Advertising material deadlines

Booking and ad material (images, copy if applicable) to be received by close of business on the following dates:

Issue Number	Ad booking deadline	Ad material deadline	Publication (subject to change)
Issue 1	14/2/23	16/2/23	Feb/March
Issue 2	14/3/23	17/3/23	April/May
Issue 3	16/5/23	19/5/23	June/July
Issue 4	18/7/23	21/7/23	Aug/Sept
Issue 5	26/9/23	29/9/23	Oct/Nov
Issue 6	14/11/23	24/11/23	Dec/Jan



# Contributions

## Information for contributors

- *Canberra Doctor* has a general policy of publishing local contributions from medical practitioners and medical students.
- Articles may be submitted to an editorial committee for consideration. If the committee believes that the article is too long, or needs editing, it will be sent back to the author with an invitation to resubmit.
- Submitting an article for publication does not guarantee publication, either in whole or in part.
- Contributions should be between 750-1000 words, but some flexibility on length will be given if the subject matter warrants.
- References will not be included, other than to say that they are available on request.
- Authors and co-authors need to be identified and an email address and phone number should be supplied. The latter two are not for publication.
- Photos are recommended including of the author or authors.
- When an article is co-authored, all contributors must agree to the publication of the article and a statement to this effect is required.
- Visit the AMA ACT website [ama.com.au/act/canberra-doctor](http://ama.com.au/act/canberra-doctor) to find the current and all previous issues.
- Copy should be emailed to the below address in Microsoft Word or RTF format. Graphics should be provided as high resolution JPG or PDF format, 300dpi at 100% size.

**Peter Somerville (CEO AMA ACT)**

**Email: [execofficer@ama-act.com.au](mailto:execofficer@ama-act.com.au)**

# Artwork Specifications

## Supplying your own ad artwork:

### Requirements for Print edition

- 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.
- Ensure type is within specified type area.
- All transparencies must be flattened.
- All fonts must be embedded in the PDF or converted to outlines.
- Full page ads require no crop marks, 5mm bleed, and ensure all text and important imagery (eg. logos) are at least 10mm away from the edge.
- No type should be smaller than 6 points.
- All other ads do not require bleed or crop marks.

#### Important:

- No responsibility will be taken for print colour and quality reproduction if these specifications are not met.
- While AMA ACT 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.

### Requirements for Digital edition

- Please supply web links as full HTML (<http://www.example.com>), via email.
- The AMA ACT communications team will add hyperlinks to the digital magazine in the production process.

## Supplying content for us to design your ad:

### Requirements

- Any images supplied as high resolution 300dpi (Note: We can source stock images available if required).
- Copy supplied in email or Word document – it is your responsibility to check spelling, grammar and accuracy of content (you will also have the opportunity to check again once you receive your design proof PDF).
- Please supply web links as full HTML (<http://www.example.com>).

**For artwork specification inquiries please contact Juliette Dudley at [jdudley@ama-act.com.au](mailto:jdudley@ama-act.com.au)**

# Contact us

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## Editorial submissions

Please submit copy by email to:

Peter Somerville Chief Executive Officer  
(AMA ACT) [execofficer@ama-act.com.au](mailto:execofficer@ama-act.com.au)

in Microsoft Word or RTF format,  
(not PDF) with graphics in  
TIFF, EPS or JPG format.

## Editorial

Sarah Colyer  
[sarah-colyer@ama-act.com.au](mailto:sarah-colyer@ama-act.com.au)

## Design

Juliette Dudley  
[jdudley@ama-act.com.au](mailto:jdudley@ama-act.com.au)

## Advertising

Karen Patten  
Ph 6270 5410  
Fax 6273 0455  
[reception@ama-act.com.au](mailto:reception@ama-act.com.au)

## Publishing Details

ISSN 13118X25

Published by the Australian Medical Association (ACT) Limited  
Level 1, 39 Brisbane Ave, Barton  
(PO Box 560, Curtin ACT 2605)

## Advertising Agreement for Canberra Doctor 2023

Advertiser:

AMA Member Name:

Mailing Address:

Contact Name:

Phone:

Fax:

Email:

### Advertising Options (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

### Artwork Options (Tick one box only)

I will supply new print-ready artwork

Please use existing artwork on file, previously provided

Please design new ad (I will supply images and text)

**Note:** 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.

Please design new ad (AMA will create images and text)

### Dates (Tick all that apply):

Please note that the following dates may be subject to change. Please contact us to confirm the most up-to-date schedule.

Booking and ad material (images, copy if applicable) to be received **by close of business** on the following dates:

Required (tick)	Issue Number	Ad booking deadline	Ad material deadline	Publication (subject to change)
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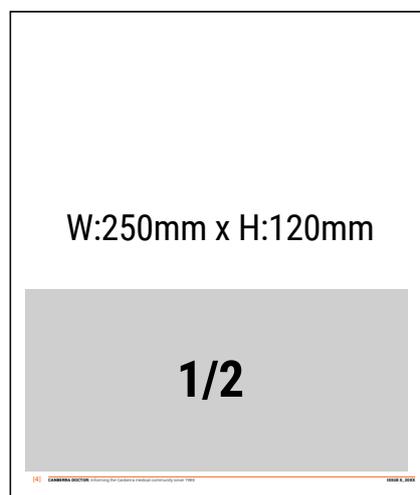
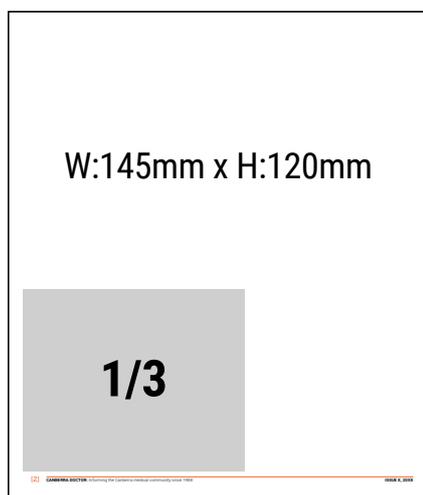
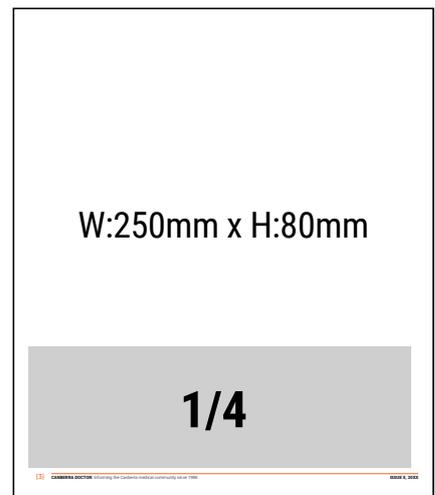
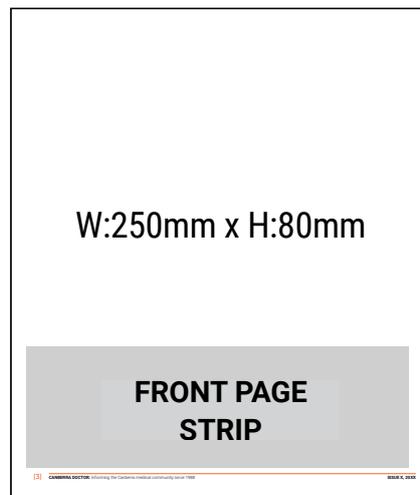
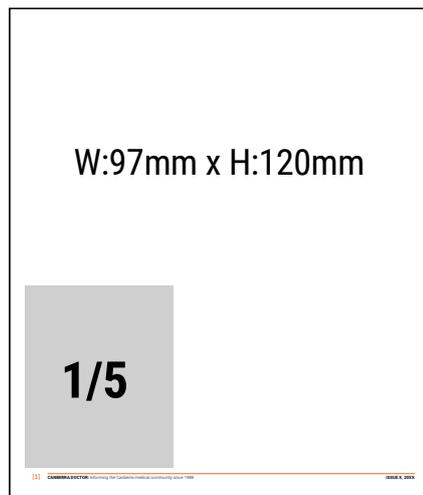
## Select ad type/size

Please see the 2023 Advertising Kit for information on sizes and artwork specifications.

**PRICING per advertisement:** (all prices are GST inclusive) Placement and artwork/design as requested. Prices are the total amount to be paid, inclusive of discount.

### General News

Size	Non Member x1	Non Member x6 10% Discount	Member x1 15% Discount	Member x6 20% Discount
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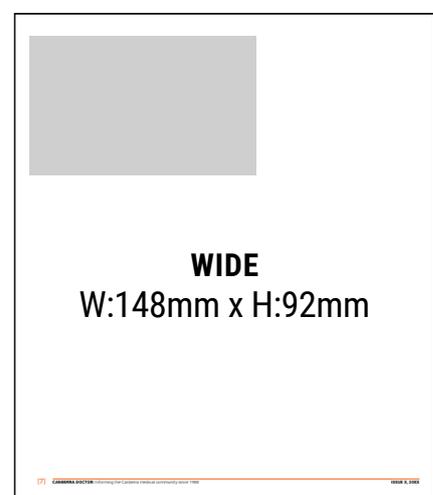
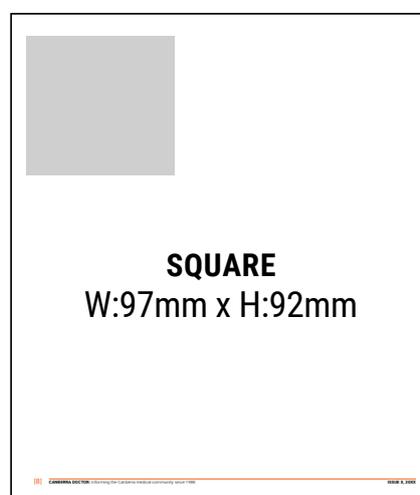
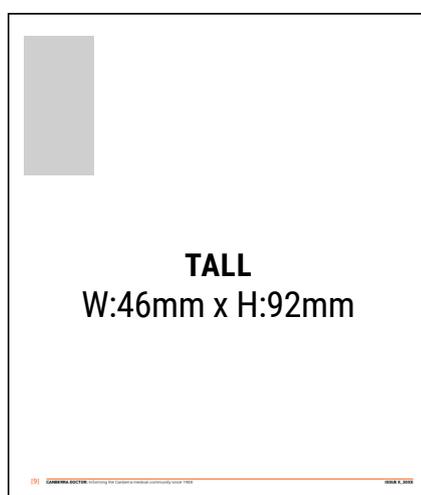
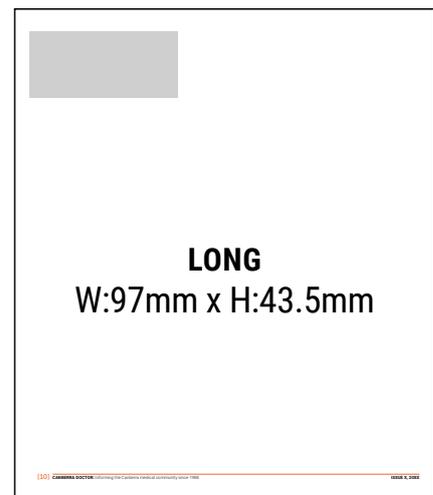
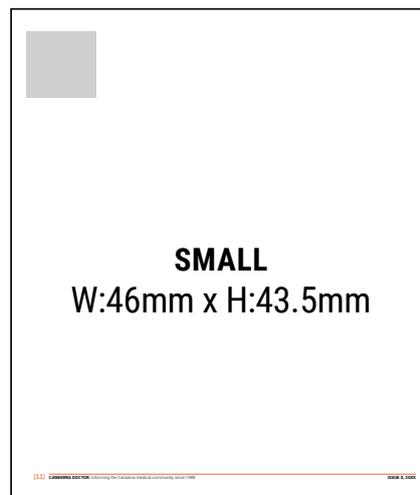
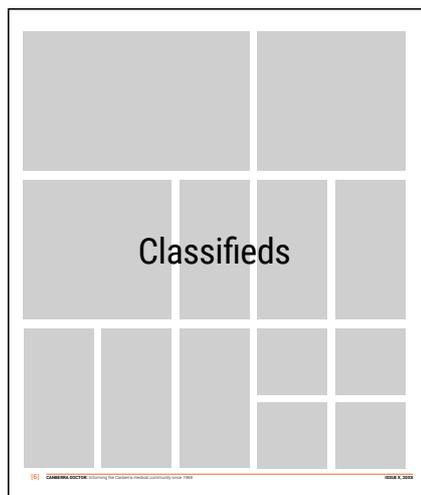
## Select ad type/size

Please see the 2023 Advertising Kit for information on sizes and artwork specifications.

**PRICING per advertisement:** (all prices are GST inclusive) Placement and artwork/design as requested. Prices are the total amount to be paid, inclusive of discount.

## Classifieds

Size	Non Member x1	Non Member x6 10% Discount	Member x1 15% Discount	Member x6 20% Discount
Small (46mm x 43.5mm)	\$125.00	\$675.00	\$106.25	\$600.00
Long (97mm x 43.5mm)	\$250.00	\$1,350.00	\$212.50	\$1200.00
Tall (46mm x 92mm)	\$250.00	\$1,350.00	\$212.50	\$1200.00
Square (97mm x 92mm)	\$500.00	\$2,700.00	\$425.00	\$2,400.00
Wide (148mm x 92mm)	\$1,150.00	\$6,210.00	\$977.50	\$5,520.00







## Terms and Conditions

### Please read and sign below:

- 2023 prices may be subject to change.
- All prices are GST inclusive.
- Invoicing for single advertisements will be sent following publication.
- Pre-purchased advertising bookings will be invoiced following publication.
- Payment of accounts within 30 days from invoice date.
- Where an advertisement requires design, a proof in PDF format will be sent by email 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.
- All advertising is subject to the discretion of the editor and publications committee. AMA (ACT) reserves the right not to accept a proposed advertisement.
- If an advertiser fails to provide new material by the deadline, previously provided advertising material will be repeated.
- 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.

### 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 (font) should be smaller than 6 points.

### DISCLAIMER

- While AMA ACT 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.

### I agree to the above terms and conditions:

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(Signature)

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(Date)