

medicSA

Media Kit 2023



As the official publication of the Australian Medical Association (South Australia), *medicSA* is an excellent medium through which to communicate with the medical profession in South Australia.

A high-quality colour magazine, *medicSA* is published digitally as a flipbook or in responsive format, and distributed seasonally. It has been a valued source of information and entertainment for South Australian doctors for more than 20 years.

Including articles written by doctors, and content guided by an Editorial Committee of medical practitioners, *medicSA* contains a mix of material catering to the interests of the whole profession – general practitioners, and other specialists, urban and rural doctors, senior and junior doctors and medical students. It is read by practice managers, medical practice administration staff, and general practice nurses.

Advertising in *medicSA* allows businesses and organisations to reach this attractive and targeted demographic, as well as government departments, libraries, politicians and the media.

medicSA's usual issue length of 60 to 72 pages carefully judged to make it easily readable and to encourage members to peruse each issue from cover to cover.

Specifications

Using the sizing guide in this media kit, advertising artwork is to be supplied as:

- a CMYK or mono/greyscale press grade PDF
- images and logos being of a resolution no less than 300ppi
- at least 3mm bleed with trim mark
- formats such as PSD, PNG, TIFF, or EPS are acceptable if the same guidelines are followed.

Print-ready or 'finished' artwork must be supplied with all fonts and URLs embedded or supplied.

Deadlines

<u>Issue</u>	<u>Booking</u>	<u>Artwork</u>
Autumn (March)	25 Jan	1 Feb
Winter (June)	26 Apr	3 May
Spring (September)	2 Aug	9 Aug
Summer (December)	1 Nov	8 Nov



Advertorial

As an alternative to display or classified advertising, you may wish to consider placing a one-page advertorial.

An advertorial is paid advertising in the form of editorial content. It allows an advertiser to provide more information about the business, product or service to be promoted.

Advertorials will be clearly badged to differentiate them from editorial content. Appropriate word counts, language style and tone, and images should be discussed with the editor, and all content must be approved by the editor before publication.

Pricing

Costs shown include GST. They are determined on size, with loading added when unique positions are requested.

medicSA can accommodate only three bookings between pages 8-16 in each issue.

medicSA can only accommodate one one-page advertorial in each issue. It cannot be booked with preferred position.

An advertiser wanting to book the feature story option will have their advert placed within the pages that hold the feature stories in the flipbook, and placed with one of the stories in the digital responsive view.

Special pricing is offered to those advertisers who book all four issues. A member price is offered for classified advertising.

Media agencies will be offered 10% discount if payment is made no later than 30 days from date of invoice.

Display rates

Prices listed are per issue and include GST

	1 Issue	4 Issues
Advertorial	\$2745	\$2470
Full page	\$2195	\$1975
Junior page	\$1975	\$1775
Half page	\$1425	\$1285
Third page	\$985	\$885
Quarter page	\$765	\$690

Classified rates

Prices listed are per classified and include GST

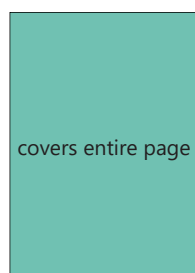
	Member	Non-member
5 lines or less (approx. 25 words)	\$80	\$165
6-10 lines (approx 50 words)	\$155	\$310
11-15 lines (approx. 75 words)	\$215	\$430
16-20 lines (approx. 100 words)	\$235	\$475

Position loading

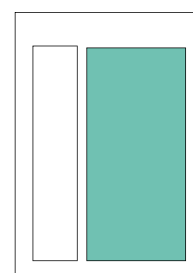
Feature Story	20%
Inside front cover	20%
Between pages 4 - 6	20%
Between pages 8 - 16	15%
Inside back cover	10%
Back cover	10%

Size guide

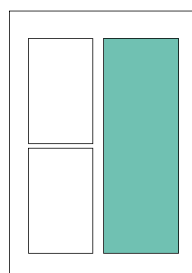
Full Page
210mm x 297mm
plus 3mm bleed all around



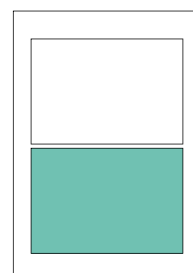
Junior Page
114.5mm x 248mm



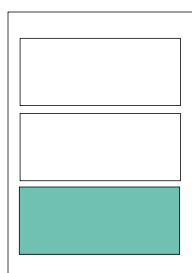
Half Page - Vertical
82.5mm x 248mm



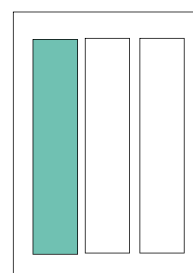
Half Page - Horizontal
174mm x 120mm



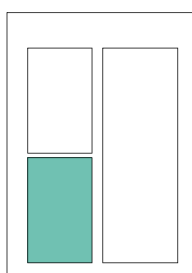
Third Page - Horizontal
174mm x 77mm



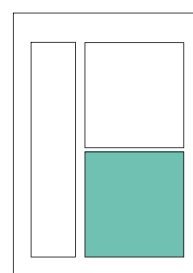
Third Page - Vertical
51mm x 248mm



Quarter Page
82.5mm x 120mm



Third Page - Block
114.5mm x 120mm



Australian Medical Association (SA) Inc.
medicsa@amasa.org.au
08 8361 0100
PO Box 685 Fullarton SA 5063



BOOKING DETAILS

Business Name	Contact Name
Postal address	
Email	Phone
Linked URL	

BOOKING REQUIREMENTS

Issue	Size	Preferred Position (incurs loading)	AMA(SA) Office Use			
			Loading	Comm./Disc.	Total Inc. GST	Booking No.

Print-ready or 'finished' artwork should be supplied using the measurements specified in the media kit, in electronic format, and in CMYK colours, with all fonts and URLs embedded or supplied. Artwork should be supplied as print-optimized PDF file, EPS, or TIFF file, with 3 mm bleed and trim marks.

BILLING DETAILS

NB. Media agencies discount will be reversed if payment is not received by invoice due date.

Business Name	Contact Name
Email	Phone
Ref/Order N°	

TERMS AND CONDITIONS

- Cancellations can be made before the booking deadline without a cost being incurred (unless you have booked four issues or an artwork charge applies). If you cancel your booking after the booking deadline a fee may apply.
- AMA(SA) accepts no responsibility for material published on behalf of the advertiser. It is the advertiser's responsibility to ensure that the advertisement is accurate and complies with relevant laws.
- AMA(SA) reserves the right to refuse or withdraw from publication of advertising at any time.
- Bookings are invoiced per issue on publication and payment required by due date.
- Media agency discount will be reversed if payment is not received by the invoice due date.

I confirm that I wish to book the advertising specified and agree to the terms and conditions of advertising.

Signature:

Name:

Date:

To make your booking, please sign and return this form to medicSA@amasa.org.au.

Booking will be confirmed by email and include AMA(SA) booking No.

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BOOKING DETAILS

Issue	Size	Member name	AMA(SA) Office Use		
			Member No.	Total Inc. GST	Booking No.

CLASSIFIED WORDING

Please type in the space below the wording you wish to appear. The style and appearance must be consistent with our usual style and will be reviewed in our internal proofing process. You will not need to approve a proof copy of the wording, but will be contacted with any queries.

Title:

Text:

BILLING DETAILS

Business Name	Contact Name
Address	
Email	
Phone	Ref/Order N°

TERMS AND CONDITIONS

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- AMA(SA) accepts no responsibility for material published on behalf of the advertiser. It is the advertiser's responsibility to ensure that the advertisement is accurate and complies with relevant laws.
- AMA(SA) reserves the right to refuse or withdraw the classified from publication at any time.
- Bookings are invoiced per issue on publication and payment required by due date.

I confirm that I wish to book the advertising specified and agree to the terms and conditions of advertising.

Signature:

Name:

Date:

To make your booking, please sign and return this form to medicSA@amasa.org.au.

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