


**2023**

# Advertising kit

*Leading Queensland Doctors  
Creating Better Health*



*AMA Queensland represents registered doctors and medical students throughout Queensland.*

*We advocate on behalf of our members and lobby for policy changes, provide 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.*

## Our members, your opportunities

AMA Queensland is the state's peak representative body supporting approximately 9,000 Queensland doctors and medical students. Nationally, the AMA represents some 30,000 doctors, including residents and registrars, public and private specialists, and general practitioners.

Our vision is to be Queensland's most trusted, influential and engaged medical professional body.

Our mission is to deliver strong medical leadership through health advocacy that supports the medical profession and achieves better health outcomes for all Queenslanders.

Our strong brand, reputation and members provide you with a unique advertising opportunity and broad target audience.

We communicate with members through a range of publications and digital platforms that can be tailored to suit a specific audience or specialist group.

Our team can design a proposal to meet your marketing objectives, target audience and budget.

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# AMA Queensland member profile

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

## 34%

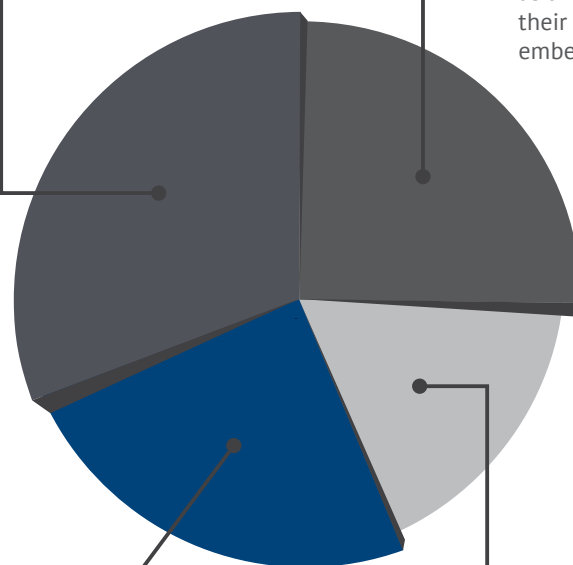
### Consultant specialists

Doctors who have completed advanced education and clinical training in a particular area of specialty (GPs counted separately).

## 27%

### Doctors in training

Doctors who are practising under varying levels of supervision as they complete their first five years of embedded training.



## 21%

### General practitioners

A specialist doctor based in the community who provides primary care to patients, referring those with serious conditions to a consulting specialist or hospital.

## 18%

### Salaried medical officers

Doctors employed by a public or private hospital on a full-time or part-time salaried basis.

*Membership data March 2023.*

# Doctor Q

## magazine

Our flagship publication, *Doctor Q* is the premier publication for doctors in Queensland. Issued quarterly, *Doctor Q* contains a diverse mix of articles on latest news and information about the medical profession, medico-legal topics, lifestyle information, member profiles, special offers and interviews with key industry representatives.

### Distribution

- Sent to AMA Queensland members.
- ▶ Sent to all members via email.
- ▶ Approximately 3,500 printed and posted.
- ▶ Electronic magazine is also available to AMA Queensland members via our website.

### Targets

- ▶ General practitioners, specialists, salaried medical officers.
- ▶ Doctors in training, part-time, academics, retired doctors.
- ▶ Students, subscribers, medical and health professionals.

### Size

- ▶ 68 – 76 page average
- ▶ A4

### Topics

Each edition is divided into the following sections.

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

### Frequency

Four issues per year.

- ▶ Autumn
- ▶ Winter
- ▶ Spring
- ▶ Summer

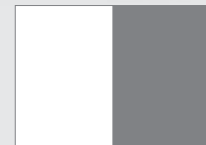
Issue	Booking deadline	Artwork due	Release date
Autumn	13 February	22 February	March
Winter	18 May	25 May	June
Spring	11 August	18 August	September
Summer	10 November	17 November	December

Advert size	Cost issue* (casual)	Cost issue* (2-3)	Cost issue* (All 4)
Full page	\$2,500	\$2,250	\$2,000
Half page	\$1,500	\$1,400	\$1,300
Classified	\$450	\$400	\$350
Insert**	Subject to availability – price on application		

\*\*Insert must be 20g or less.

\* All prices are GST inclusive.

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



### Full page

**Bleed** 216 x 303 mm high

**Trim** 210 x 297 mm high

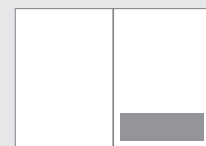
**Text** 200 x 287 mm high



### Half page

**Trim** 186 x 131 mm high

**Text** 176 x 121 mm high



### Classified

**Trim** 186 x 44 mm high

**Text** 176 x 34 mm high

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

**All artwork must be supplied as a CMYK high-res/print ready PDF.**

Full page artwork is to **include 3mm bleed**.

Half page and classified artwork is to **feature NO bleed**.

All artwork is to **exclude crop marks, registration bars, spot colours and registration colours**.

If specifications are not met artwork needs to be resubmitted by the due date.

# Connect

## e-newsletter

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

### Distribution

Sent to AMA Queensland members and stakeholders via email.

### Targets

- ▶ General practitioners
- ▶ Specialists
- ▶ Salaried medical officers
- ▶ Academics
- ▶ Practice managers
- ▶ Doctors in training
- ▶ Retired doctors
- ▶ Medical students

### Frequency

Fortnightly

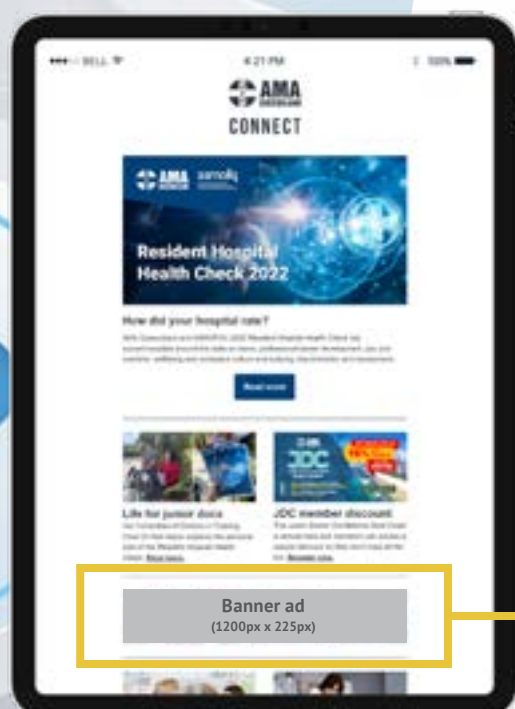
Type	Cost issue* (casual)	Cost issue* (2-3)	Cost issue* (12)
Banner ad	\$1,150	\$950	\$750

### Specifications

- ▶ JPG (animated GIFs will not be accepted)
- ▶ 1200px wide x 225px high  
N.B. displays at 50% for higher resolution screens
- ▶ Hyperlink to one of the following:
  - ▶ Supplied PDF
  - ▶ Website
  - ▶ Email

*\* All prices are GST inclusive.*

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



Ad space tile examples



# The Script

## e-newsletter

Member e-newsletter featuring latest news, issues, events, information and updates specifically for doctors in training. These are doctors who have graduated from medical school but continue training while working as a doctor.

### Distribution

Sent to AMA Queensland members and stakeholders via email.

### Targets

- ▶ Interns – Postgraduate Year 1
- ▶ Junior House Officers – Post Graduate Year 2
- ▶ Senior House Officers – Post Graduate Year 3
- ▶ Principal House Officers – Post Graduate Year 4
- ▶ Registrars – Post Graduate Year 5

The average age range for doctors in training is 22-30 years.

### Frequency

Monthly

Type	Cost issue* (casual)	Cost issue* (2-3)	Cost issue* (up to 12)
Banner ad	\$500	\$450	\$400

### Specifications

- ▶ JPG (animated GIFs will not be accepted)
- ▶ 1200px wide x 225px high  
N.B. displays at 50% for higher resolution screens
- ▶ Hyperlink to one of the following:
  - ▶ Supplied PDF
  - ▶ Website
  - ▶ Email

\* All prices are GST inclusive.

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

### Ad space tile examples

Banner ad  
(1200px x 225px)

# Workplace Relations News

## e-newsletter

Members and non-members pay to subscribe to *Workplace Relations News* to receive practical guidance on topical workplace relations and human resources news, issues, events, information and updates relevant to private practices.

### Distribution

Sent to Workplace Relations News subscribers via email.

### Targets

- ▶ General practitioners
- ▶ Specialists
- ▶ Practice owners
- ▶ Practice managers
- ▶ Practice staff

### Frequency

Monthly

Type	\$ Per issue* (casual)	\$ Per issue* (2-3)	\$ Per issue* (up to 12)
Banner ad	\$500	\$450	\$400

### Specifications

- ▶ JPG (animated GIFs will not be accepted)
- ▶ 1200px wide x 225px high  
N.B. displays at 50% for higher resolution screens
- ▶ Hyperlink to one of the following:
  - ▶ Supplied PDF
  - ▶ Website
  - ▶ Email

*\* All prices are GST inclusive.*

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

# Practice Manager Affiliate News

## e-newsletter

While AMA Queensland members are medical doctors and students, practice managers can purchase an affiliate membership in conjunction with their doctor, who must also be an AMA Queensland member.

One of the benefits of this membership is to receive the *Practice Manager Affiliate* enews, which includes news, issues, events, information and updates relevant to private management.

### Distribution

Sent to AMA Queensland Practice Manager Affiliate members via email.

### Targets

- ▶ Practice owners
- ▶ Practice managers
- ▶ Practice staff

### Frequency

Monthly

Type	\$ Per issue* (casual)	\$ Per issue* (2-3)	\$ Per issue* (up to 12)
Banner ad	\$300	\$250	\$200

### Specifications

- ▶ JPG (animated GIFs will not be accepted)
- ▶ 1200px wide x 225px high  
N.B. displays at 50% for higher resolution screens
- ▶ Hyperlink to one of the following:
  - ▶ Supplied PDF
  - ▶ Website
  - ▶ Email

*\* All prices are GST inclusive.*

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

# Noticeboard

[qld.ama.com.au/noticeboard](http://qld.ama.com.au/noticeboard)

## Overview

The AMA Queensland website is a key point of contact for Queensland doctors and is an essential resource centre with latest news, advocacy, advice, information and member-only benefits. It is also popular with media, government and the community as a trusted and respected source of health information and voice for the medical profession in Queensland.

## Noticeboard advertisement

A noticeboard advertisement on our website is ideally suited to job vacancies, real estate and promotion of quality services and products relevant to doctors in Queensland.

Each advertisement is listed for 60 days on our website and cross promoted on our member-only platform, the Queensland Doctors' Community.

Send us your text and images and we will create a dedicated webpage on our site, which can then link to a website, supplied PDF or email.

## Targets

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

Type	Members	Non-members
Noticeboard	3 free ads/year	\$200/ad

## Specifications

- ▶ Title
- ▶ Description (500 words or less)
- ▶ Hyperlinks to emails and/or website
- ▶ 10 or less JPG images

*\* All prices are GST inclusive.*

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



Noticeboard page ad example





# Intern Guide

## printed and electronic guide

In December each year, AMA Queensland hosts Intern Readiness Workshops in Brisbane, Gold Coast and Townsville to help final-year medical students prepare for their first intern year.

### Distribution

- ▶ Printed guides are given to each final-year medical student in attendance.
- ▶ Electronic guide is emailed to the final-year medical students in attendance.
- ▶ Electronic guide is also available to AMA Queensland members via our website.

### Targets

Final-year medical students

### Size

- ▶ 68 – 72 page average
- ▶ A4

### Frequency

Annual

Advert size	Cost issue*
Full page	\$1,500

\* All prices are GST inclusive.

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



### Full page

**Bleed** 216 x 303 mm high

**Trim** 210 x 297 mm high

**Text** 200 x 287 mm high

**All artwork must be supplied as a CMYK high-res/print ready PDF.**

Full page artwork is to **include 3mm bleed**.

All artwork is to **exclude crop marks, registration bars, spot colours and registration colours.**

If specifications are not met artwork needs to be resubmitted by the due date.

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





# Advertising conditions

## Terms and conditions

- ▶ All prices are GST inclusive.
- ▶ Prices outlined do not include agency commissions.
- ▶ Advertising restrictions apply due to corporate partner exclusive agreements.
- ▶ All advertising is subject to the discretion of the Editor and Publications Committee.
- ▶ Packages are available on request, discounts may be applied to packages subject to the volume of the booking.
- ▶ Advertising options outside the opportunities mentioned in this document are priced on application and may have unique deadlines and terms.
- ▶ Cancellation policy of 100% applies to all bookings confirmed in writing and within print deadlines.
- ▶ Payment of invoices are due within 14 business days of issue.

## Graphic design service

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

## Artwork specifications

- ▶ Printed artwork must be supplied as high resolution PDF files in CMYK colour mode with no RGB, spot or PMS colours.
- ▶ All images for digital purposes are to be 72dpi in RGB. (animated Gif's are not accepted).
- ▶ All fonts must be embedded in the PDF or converted to outlines.
- ▶ Double page and full page ads require no crop marks and no registrations marks. PDFs are to have 3mm bleed and a 10mm margin.
- ▶ Type should not be smaller than 6 points.

## Disclaimer

While AMA Queensland will do everything 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

**Email** [advertising@amaq.com.au](mailto:advertising@amaq.com.au)

**Phone** (07) 3872 2222

# Advertising booking form 2023



**Please refer to the AMA Queensland Advertising Kit 2023 for all pricing and advertising specifications.**

## Doctor Q magazine

Edition	Full page	Half page	Classified	Cost
Autumn 2023				\$
Winter 2023				\$
Spring 2023				\$
Summer 2023				\$
Design fee quoted				\$

## Connect e-newsletter

	Cost
Banner ad	\$
Design fee quoted	\$

## *The Script* e-newsletter

	Cost
Banner ad	\$
Design fee quoted	\$

**Workplace Relations News e-newsletter**

	Cost
Banner ad	\$
Design fee quoted	\$

## Practice Manager Affiliate News e-newsletter

	Cost
Banner ad	\$
Design fee quoted	\$

## Noticeboard

	Cost
Notice	\$

## Intern Guide

	Cost
Full page ad	\$

## Notes

[illegible]



# Advertising booking form 2023



## Organisation Information

Company name: \_\_\_\_\_

Contact name: \_\_\_\_\_

Mailing address: \_\_\_\_\_

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

ABN: \_\_\_\_\_

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

Signature: \_\_\_\_\_

## Advertising Total

### Publication

<i>Doctor Q Magazine</i>	\$
<i>Connect e-newsletter</i>	\$
<i>The Script e-newsletter</i>	\$
<i>Workplace Relations News e-newsletter</i>	\$
<i>Practice Manager Affiliate News e-newsletter</i>	\$
Noticeboard	\$
<i>Intern Guide</i>	\$
<b>Total</b>	<b>\$</b>

## Terms and 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

## Payment Options

**Credit card** amount \$ \_\_\_\_\_

Visa      Mastercard      AMEX

Card number: \_\_\_\_\_

Exp date: \_\_\_\_\_ / \_\_\_\_\_      CCV No: \_\_\_\_\_

Cardholders name: \_\_\_\_\_

Signature: \_\_\_\_\_

**Direct deposit** amount \$ \_\_\_\_\_

Reference: \_\_\_\_\_

To make payment by direct deposit, the details are:

Bank of Queensland

BSB: 124 084

Account: 10 032 949

\* Please quote company name and publication within transfer description

**Cheque** enclosed for \$ \_\_\_\_\_

(payable to AMA Queensland)

**Invoice:** Please post tax invoice to address on left

## Artwork

I/We have submitted/will submit artwork for publication by AMA Queensland and acknowledge that I/we take full responsibility for the content provided. I/we have ensured that the artwork adheres to the specifications outlined in AMA Queensland's Advertising Kit and understand that AMA Queensland reserves the right to refuse to publish the artwork and takes no responsibility for any errors within the artwork supplied.

## Return to:

**Mail:**      AMA Queensland  
             PO Box 123  
             Kelvin Grove QLD 4059

**Email:**    advertising@amaq.com.au

**Fax:**        (07) 3856 4727

**Phone:**    (07) 3872 2222

For assistance with advertising or any other matter, please call (07) 3872 2222.

[qld.ama.com.au](http://qld.ama.com.au)