



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 deliver tailored content to suit specific audiences 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.

2023 Events calendar

Platinum sponsorship and advertising package Platinum sponsorship package - 1 event

Lanyard sponsor – only 1 per event Bronze sponsor - 1 event Event coffee cart sponsor Silver sponsor - 1 event Gold sponsor - 1 event Trade exhibitor

Fully hosted junior delegate with accommodation Sponsor a junior delegate – registration only Exhibitor and social sponsor - package 2 In-person speaking opportunity

VIP Gala, Dinner or Breakfast table sponsor Delegate or VIP lounge sponsor Online speaking opportunity Branded tradeshow bag Satchel inserts

Event	alendar dates, locations and details are subject to portunity available	change.		Platinum sponsorship and advertising pa	Platinum sponsorship package – 1 even	Gold sponsor – 1 event	Silver sponsor – 1 event	Bronze sponsor – 1 event	Trade exhibitor	Lanyard sponsor – only 1 per event	Event coffee cart sponsor	Exhibitor and social sponsor – package	Exhibitor and social sponsor – package	Sponsor a junior delegate – registration	Fully hosted junior delegate with accom	In-person speaking opportunity	Online speaking opportunity	Delegate or VIP lounge sponsor	Branded tradeshow bag	Satchel inserts	VIP Gala, Dinner or Breakfast table spoi	Annual O/S conference major sponsor
	Event	Date	No. of registrations	\$50,000	\$15,000	\$11,000	\$6,600	\$2,500	\$1,650	\$1,100	\$2,500	\$6,600	\$4,400	\$165	\$800	\$1,500	\$1,500	\$4,500	\$3,000	\$200	\$2,500	\$11,000
JANUARY	Workplace Relations Webinar Series: Cybersecurity for Private Practice – Sponsored by Microsoft, KnowBe4 and iMed Insurance	Thu 19 Jan	100														•					
FEBRUARY	Workplace Relations Webinar Series: Practice Owner's Success Secrets –Sponsored by Cutcher & Neale	Thu 16 Feb	100														•					
문	Member Networking Event – Gold Coast	Thu 9 Feb	80	•				•								•						
	Workplace Relations Webinar Series: Workplace Law Changes Explained –Sponsored by Hillhouse Legal Partners	Thu 23 Mar	100														•					
MARCH	Medical Careers Expo – BCEC, Brisbane	Sat 18 Mar	350	•	•	•	•	•	•	•	•				•	•		•	•	•		
	Workplace Relations: Private Practice Finance, Technology and Innovation Conference – BCEC, Brisbane	Sat 18 Mar	100	•		•	•	•	•	•	•					•		•	•	•		
APRIL	Webinar Series: Introduction to multi- source feedback and the Medical Board of Australia's CPD requirements – Sponsored by CFEP and AGPAL	Thu 20 Apr	100														•					
MAY	Webinar Series	Thu 11 May	100														•					
Σ	AGM and Dinner for the Profession – Customs House, Brisbane	Fri 26 May	200	•																	•	
	Women in Medicine Breakfast – Rydges Southbank Townsville	Fri 2 Jun	150	•			•	•	•		•			•		•			•	•	•	
JUNE	Workplace Relations Private Practice Seminar – Townsville	Fri 2 Jun	50	•				•	•		•					•			•			
	Junior Doctor Conference – Townsville	Sat 3 – Sun 4 Jun	150	•	•	•	•	•	•	•	•	•	•	•	•	•		•	•	•		
	Webinar Series	Thu 15 Jun	100														•					

2023 Events calendar continued

Event dates, locations and details are subject to change.

Opportunity available

Platinum sponsorship and advertising package
Cold sponsor - 1 event
Cold sponsor - 2 event
Cold sponsor - 2 event
Cold sponsor - 3 event
Cold sponsor - 4 event
Cold sponsor - 6 event
Cold sponsor - 7 event
Cold sponsor - 1 event

VIP Gala, Dinner or Breakfast table sponsor

Online speaking opportunity Delegate or VIP lounge sponsor

Branded tradeshow bag

Satchel inserts

Annual O/S conference major sponsor

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	Event	Date	No. of registrations	\$50,000	\$15,000	\$11,000	\$6,600	\$2,500	\$1,650	\$1,100	\$2,500	\$6,600	\$4,400	\$165	\$800	\$1,500	\$1,500	\$4,500	\$3,000	\$200	\$2,500	\$11,000
JULY	Webinar Series	Thu 20 Jul	100														•					
AUGUST	Webinar Series	Thu 3 Aug	100														•					
	AMA QLD Senior Doctors Conference – Waters Edge, Brisbane	Sat 19 Aug	100	•		•	•	•	•	•	•	•				•		•	•	•		
1BER	Webinar Series	Tue 5 Sept	100														•					
SEPTEMBER	Annual Conference – International – Lisbon, Portugal	Sun 17 – Sat 23 Sept	200																•	•		•
BER	Webinar Series	Thu 12 Oct	100														•					
OCTOBER	Women in Medicine Breakfast – Waters Edge, Brisbane	Thu 19 Oct	300	•		•	•	•	•	•	•					•			•		•	
	Member Networking Event – Brisbane	Thu 2 Nov	50	•				•								•						
BER	Webinar Series	Thu 16 Nov	100														•					
NOVEMBER	AMA Queensland Foundation Charity Gala – Customs House, Brisbane	Sat 18 Nov	200																		•	
	Doctors in Training Ball – Waters Edge, Brisbane	Sat 25 Nov	300	•		•	•	•						•	•			•	•	•		
DECEMBER	Webinar Series	Mon 4 Dec	100														•					
	Intern Workshops x 3 – Brisbane, Gold Coast and Townsville	TBA Dec	300	•		•	•	•	•	•									•	•		

Platinum sponsorship and advertising package \$50,000

- 3 x gold sponsor packages (see gold sponsor for inclusions) value \$33,000.
- 5 x trade exhibitor sponsorship packages (see *trade exhibitor* for inclusions) **value \$8,250**.
- ▶ 3 x full-page colour advertisements in the printed and online conference program, corresponding to *gold sponsor* events (A4 portrait, 210mm (w) x 297mm (h), with 3mm bleed on all sides) value \$1,500.
- ▶ 5 x third-page landscape colour advertisements in the printed and online conference programs, corresponding to *trade exhibitor* events (186mm (w) x 86mm (h), no bleed) value \$1,500.
- 1 x catering sponsorship host a morning or afternoon tea (you choose the event and day) value \$2,500.
- ▶ 8 x satchel inserts value \$1,600.

- ▶ 2 x full-page colour advertisement in AMA Queensland's *Doctor Q* magazine (4 issues per year) (A4 portrait, 210mm (w) 297mm (h), with 3mm bleed on all sides) value \$5,000.
- ▶ 1 x half-page landscape colour advertisement in AMA Queensland's *Doctor Q* magazine (4 issues per year) (186mm (w) x 131mm (h), no bleed) **value \$3,000**.
- ▶ 1 x full-page colour advertisement in AMA Queensland's *Internship 101 Guide* (printed in the second half of the year) (A4 portrait, 210mm (w) x 297mm (h), with 3mm bleed on all sides) value \$1,500.
- ▶ 4 x banner landscape advertisement in an AMA Queensland e-newsletter sent to either junior doctors or GPs and specialists in private practice (1200px (w) x 225px (h)) value \$2,000.
- ▶ 1 x delegate or VIP lounge value \$4,500.
- Package T&Cs: select any events to sponsor except Annual Conference.

Platinum sponsorship package – 1 event \$15,000

- ▶ 25 paid sponsored delegate tickets for medical students or junior doctors to attend a conference. Sponsored ticket includes: registration for 1.5 day conference, transport to/from the venue(s), social function and catering. Sponsor can give us names of delegates or AMA Queensland can advertise the sponsored delegate tickets on our website, email marketing and social media. Please note sponsored delegate tickets do not include accommodation and travel to destination.
- ▶ Triple exhibition space.
- Logo placement in prominent position on the cover of conference program and event banner.
- Acknowledgement platinum sponsor on marketing materials produced for the event such as the event web page, emails and social media.
- 2 x full-page colour advertisement in the printed and online conference program (A4 portrait, 210mm (w) x 297mm (h), with 3mm bleed on all sides).
- ▶ 10-minute speaking opportunity or participation in a panel session.
- ▶ 4 x complimentary conference registrations.

- ▶ 4 x complimentary social function registrations.
- 2 x banners displayed at the event (provided by sponsor).
- ▶ 1 x full-page colour advertisement in an edition of AMA Queensland's *Doctor Q* magazine (A4 portrait, 210mm (w) x 297mm (h), with 3mm bleed on all sides).
- Acknowledgment in the wrap-up article in AMA Queensland's *Doctor Q* magazine.
- Acknowledgement as platinum sponsor by AMA Queensland in opening and closing speeches.
- Trade exhibit prominently positioned in catering areas.
- Access to all catering on all the conference days.
- Social media title (2 sizes) to share on your company's social networks i.e. 'I'm exhibiting at...'
- Opportunity to provide promotional material to delegates to take home in conference bag.
- Opportunity to provide content for the post conference email such as PDF brochures, flyers, special offers and web links.





continued

Gold sponsor – 1 event (formally called platinum) \$11,000

- Double exhibition space (6m x 2m exhibition booth or 2 x trestle tables, depending on event).
- Logo placement in prominent position on the cover of conference program and acknowledgement as gold sponsor on marketing materials produced for the event such as the event web page, emails and social media.
- 1 x full-page colour advertisement in the printed and online conference program (A4 portrait, 210mm (w) x 297mm (h), with 3mm bleed on all sides).
- ▶ 10-minute speaking opportunity or participation in a panel session.
- ▶ 4 x complimentary registrations.
- 4 x complimentary social function registrations.
- 2 x banners displayed at the event (provided by sponsor).

- ▶ 1 x full-page colour advertisement in an edition of AMA Queensland's *Doctor Q* magazine (A4 portrait, 210mm (w) x 297mm (h), with 3mm bleed on all sides).
- Acknowledgment in the wrap-up article in AMA Queensland's *Doctor Q* magazine.
- Acknowledgement as gold sponsor by AMA Queensland in opening and closing speeches.
- Trade exhibit prominently positioned in catering areas.
- Access to all catering on all the conference days.
- Social media title (2 sizes) to share on your company's social networks i.e. 'I'm exhibiting at...'
- Opportunity to provide promotional material to delegates to take home in conference bag.
- Opportunity to provide content for the postconference email such as PDF brochures, flyers, special offers and web links.

Silver sponsor – 1 event (formally called premium) \$6,600

- Single exhibition space (3m x 2m exhibition booth or 1 x trestle table, depending on event).
- Logo placement in prominent position in the conference program and acknowledgement as silver sponsor on marketing materials produced for the event such as website, emails and social media.
- 1 x half-page landscape colour advertisement in the printed and online conference program (186mm (w) x 131mm (h), no bleed).
- 5-minute speaking opportunity at the conference or participation in a panel session.
- 1 x half-page landscape colour advertisement in an edition of AMA Queensland's *Doctor Q* magazine (186mm (w) x 131mm (h), no bleed).
- Acknowledgment in the wrap-up article in AMA Queensland's *Doctor Q* magazine.
- Acknowledgement as silver sponsor by AMA Queensland in opening and closing speeches.

- ▶ 2 x complimentary registrations.
- ▶ 2 x complimentary social function registrations.
- ▶ 1 x banner displayed at the event (provided by sponsor).
- Trade exhibit in prominent position in catering areas.
- Access to all catering over both days of the conference.
- Social media title (2 sizes) to share on your company's social networks i.e. 'I'm exhibiting at...'
- Opportunity to provide promotional material to delegates to take home in conference bag.
- Opportunity to provide content for the post conference email such as PDF brochures, fliers, special offers and web links.

continued

Bronze sponsor – 1 event \$2,500

- Catering sponsor for a morning tea, afternoon tea or networking canapés branded with your company logo.
- Opportunity to have a single exhibition space (3m x 2m exhibition booth or 1 x trestle table, depending on event). Our AMA Queensland events team can set up with your merchandise, brochures if you can't attend in person.
- Acknowledgement as bronze sponsor on marketing materials produced for the event such as website, emails and social media.
- ▶ 1 x quarter-page landscape colour advertisement in the printed and online event program (186mm (w) x 63mm (h), no bleed).

- Acknowledgment in the wrap-up article in AMA Queensland's *Doctor Q* magazine.
- Acknowledgement as *bronze sponsor* by the AMA Queensland in opening and closing speeches.
- ► Social media title (2 sizes) to share on your company's social networks i.e. 'I'm exhibiting at...'
- Opportunity to provide promotional material to delegates to take home in conference bag.
- Opportunity to provide content for the post conference email such as PDF brochures, flyers, special offers and web links

Trade exhibitor \$1,650

- Logo on the event web page, conference program and email marketing.
- Trestle table and 2 chairs in trade exhibitor area (no tablecloth).
- ▶ 1 x banner displayed at the event (provided by exhibitor).
- ▶ 2 x complimentary trade exhibitor registrations.
- Access to all catering on all the conference days.
- Social media title (2 sizes) to share on your company's social networks i.e. 'I'm exhibiting at...'
- Opportunity to provide promotional material and corporate gift to delegates to take home in conference bag.

- Opportunity to purchase tickets to the social function.
- Opportunity to provide prize in exhibitor raffle.
- ▶ Opportunity to provide advertisement for the printed and online event program. Third-page landscape colour advertisement (186mm (w) x 86mm (h), no bleed) included or upgrade your advertisement to (additional cost) full-page \$500 or half-page \$250.
- Opportunity to provide content for virtual delegate bag email sent to all delegates after the event

Lanyard sponsor – only 1 per event \$1,100

- ► Logo on every conference lanyard worn by delegates during the event.
- Lanyard co-branded with AMA
 Queensland's logo, connecting your
 organisation with one of the medical
 industry's most trusted.
- Logo on the event web page, conference program and email marketing.
- Mention in the Chair notes at event.
- Banner displayed at the event (provided by sponsor).
- 2 x complimentary tickets to attend the event.





continued

Event coffee cart sponsor \$2,500 per day

- Branded coffee cart hire, including delivery.
- Barista to make coffee, tea, hot chocolates for delegates.
- Logo on the event web page, conference program and email marketing.
- Acknowledgement as a sponsor in opening and closing speeches by AMA Queensland.
- Banner displayed at the event (provided by sponsor).
- 2 x complimentary tickets to attend the event.
- Opportunity to have a single exhibition space (1 x trestle table).

Exhibitor and social sponsor - package 1

Beverage and entertainment for conference delegates

\$6,600

- Logo placement in a prominent position in the event program and acknowledgement as exhibitor and social sponsor on marketing material produced for the event.
- ▶ 1 x half-page landscape colour advertisement in the printed and online event program (186mm (w) x 131mm (h), no bleed).
- 5-minute speaking opportunity at the event.
- Acknowledgment in the wrap-up article in AMA Queensland's Doctor Q magazine.

- Acknowledgement by the AMA Queensland Vice President in opening and closing speeches as exhibitor and social sponsor.
- ▶ 2 x complimentary registrations.
- 4 x complimentary social function registrations.
- Opportunity to provide promotional material to delegates to take home in conference bag.

Exhibitor and social sponsor – package 2

Social activity for conference delegates

\$4,400

- Logo placement in a prominent position in the event program and acknowledgement as exhibitor and social sponsor on marketing material produced for the event.
- ▶ 1 x half-page landscape colour advertisement in the printed and online event program (186mm (w) x 131mm (h), no bleed).
- 5-minute speaking opportunity at the event.
- Acknowledgment in the wrap-up article in AMA Queensland's *Doctor Q* magazine.

- Acknowledgement in opening and closing speeches as exhibitor and social sponsor.
- ▶ 2 x complimentary registrations.
- ▶ 4 x complimentary social function registrations.
- ► Trade exhibit in prominent position in catering areas.
- Opportunity to provide promotional material to delegates to take home in conference bag.

continued

Sponsor a delegate package \$800

Do you want to help a young medical professional attend one of our events?

As you know Medical students and junior doctors have no or minimal income while they train. Build brand loyalty early while lending a land.

Delegate inclusions:

- Accommodation.
- Event registration.
- Social functions.
- \$50 meal voucher if catering not supplied by event.

Sponsor inclusions:

- ▶ Logo on the AMA Queensland event web page as a *delegate sponsor*.
- Mention in the event thank-you announcement to our sponsors.

Sponsor a delegate registration \$165

Delegate inclusions:

• Event registration.

Sponsor inclusions:

- Logo on the AMA Queensland event web page as a *delegate sponsor*.
- Mention in the event thank-you announcement to our sponsors.

In-person speaking opportunity \$1,500

In-person speaking opportunity or participation in a panel session.

- ► Topic must be relevant to be accepted for event program.
- AMA Queensland assesses proposed topics.
- Logo placement on marketing materials produced for the event such as the event web page, emails and social media.
- Social media title (2 sizes) to share on your company's social networks i.e. 'I'm speaking at...'

Online speaking opportunity \$1,500

Online speaking opportunity or participation in a panel session with Q&A.

- Must have relevance to relevance to our members. Topic must be approved by AMA Queensland.
- ▶ Logo placement on marketing materials produced for the event such as the event web page, emails and social media.
- Social media title (2 sizes) to share on your company's social networks i.e. 'I'm speaking at...'





continued

Delegate or VIP lounge sponsor \$4,500

- Dedicated area on the exhibition floor.
- Delegate activation station (such as fresh juice) to entice delegates.
- Logo placement in conference program and acknowledgement as delegate lounge sponsor on marketing materials produced for the event such as the event web page, emails and social media.
- 1 x half-page landscape colour advertisement in the printed and online event program (186mm (w) x 131mm (h), no bleed).
- ▶ 2 x complimentary registrations.
- ▶ 2 x banners displayed at the event (provided by sponsor).

- Acknowledgment in the wrap-up article in AMA Queensland's Doctor Q magazine.
- Acknowledgement by AMA Queensland in opening and closing speeches.
- Access to all catering on all days of the event.
- Social media title (2 sizes) to share on your company's social networks i.e. 'I'm exhibiting at...'
- Opportunity to provide promotional material to delegates to take home in conference bag.
- Opportunity to provide content for the post conference email such as PDF brochures, flyers, special offers and web links.

VIP Gala, Dinner or Breakfast table sponsor \$2,500

- Logo placement in the event program on each table.
- Acknowledgement as table sponsor on marketing materials produced for the event such as event web page, emails and social media
- ▶ 10 tickets to the event.

- Opportunity to donate a prize for event to help raise money for the AMA Oueensland Foundation.
- ▶ 2 x banners displayed at the event (provided by sponsor).
- Opportunity to provide content for the post conference email such as PDF brochures, flyers, special offers and web links.

Branded tradeshow bag \$3,000

- Great for A4 size documents.
- Bag size: 250mm (w) x 330mm (h) x 50mm (d).
- ▶ 1 colour bag, 1 colour logo in 1 position.
- AMA Queensland logo and your logo on the same bag.
- Bag will be used at conferences and events to hold attendee event information and merchandise.

Satchel inserts \$200

▶ Delegates will be provided with 1 x A4 single or double-sided insert provided to delegates at event registration.

- Colour options: White, Black, Red (185c), Yellow (122c), Orange (164c), Navy Blue (2768c), Hot Pink (211c), Powder Blue (284c), Royal Blue (2728c), Grey, Teal (7711c), Lime Green (382c).
- Quantity 1000



continued

Annual Conference major sponsorship \$11,000

- Location is Lisbon, Portugal, in 2023.
- ▶ Logo placement in prominent position on the cover of conference program and acknowledgement as *Annual Conference sponsor* on marketing materials produced for the event such as the event web page, emails and social media.
- ▶ 2 x 45-minute, in-person presentations or panel discussions relevant to the conference theme: Building a Healthier Tomorrow. (If possible)
- ▶ 1 x full-page colour advertisement in the printed and online conference program (A4 portrait, 210mm (w) x 297mm (h), with 3mm bleed on all sides).
- ▶ 2 x complimentary conference registrations.
- 2 x complimentary social function registrations.
- ▶ 2 x banners displayed at the event (provided by sponsor).
- ▶ 1 x organic social media advertising (one post per exhibitor).
- ▶ 1 x full-page colour advertisement in an edition of AMA Queensland's *Doctor Q* magazine (A4 portrait, 210mm (w) x 297mm (h), with 3mm bleed on all sides).
- Acknowledgment in the wrap-up article in AMA Queensland's Doctor Q magazine.
- Acknowledgement by AMA Queensland in opening and closing speeches.
- Access to all catering over the four conference days for you and your family (morning teas and some lunches).
- Social media titles to share on your company's social networks i.e. 'I'm exhibiting at...'
- Access to AMA Queensland photos taken during the event for your social media use (other uses by request).
- Opportunity to provide content for the post conference email such as PDF brochures, flyers, special offers and web links.
- Travel and accommodation costs are not included. Please contact Ros Chillingworth ros.chillingworth@orbitworldtravel.com.au for land packages and flight information.
- Explore other marketing activities to maximise your investment
 we're open to offers.





Exhibitor to-do list

Due date	Task	Notes
When you confirm your sponsorship	Send logo, social media handles and booking form	Send to events@amaq.com.au
As soon as possible	Register for conference as a sponsor	Register staff on your trade stand by emailing registrations@amaq.com.au with: name, title, company, contact number, any dietary requirements.
As soon as possible	Send images and wording from your organisation	Please email to events@amaq.com.au with: • several appropriately licensed images we can use to inspire delegates • approved wording for marketing content • speaker biography, presentation title and description.
Now and leading up to event	Connect with us on socials	Email events@amaq.com.au to ask for social media tiles 'I'm exhibiting at' (2 sizes – Instagram and Facebook/LinkedIn). Tag AMA Queensland in your 'I'm speaking/exhibiting at social posts, or other posts related to the event. We'll engage and amplify your message.
By 1 month before the event	Send program advertisement	 Please send a colour advertisement to events@amaq.com.au Platinum sponsor: included in package. Gold sponsor: included in package. All other sponsors: third-page included in package or upgrade to full-page \$500 or half-page \$250.
2 weeks before event	Post merchandise	Contact the events team events@amaq.com.au to get the postal address for your event if you wish to send merchandise and collateral.
2 weeks before event	Prize for day of event (optional)	Exhibitors are encouraged to provide a gift/prize for delegate engagement. Please email events@amaq.com.au to let us know what your prize is so we can include it in the final email to delegates which goes out 1–2 days prior to the event.
Week of event	Suggestions of what to bring with you: (optional)	 Brochures. Business cards. Merchandise/giveaways/raffle prize. iPad to show pictures/presentations/website. Laptop (remember to charge it). 1-2 Banners as per your sponsorship. Branded tablecloth if you have one.
1 week after event	Virtual delegate bag email	Send content for final thank you for attending email which can include special offers, brochures, PDFs, web links and contact information.

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	\$450 \$400								
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 216mm (w) x 303mm (h) Trim 210mm (w) x 297mm (h) Text 200mm (w) x 287mm (h)



Half page

Trim 186mm (w) x 131mm (h) **Text** 176mm (w) x 121mm (h)



Classified

Trim 186mm (w) x 44mm (h) **Text** 176mm (w) x 34mm (h)

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.





continued

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

Туре	Cost issue*	Cost issue*	Cost issue*
	(casual)	(2-3)	(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

continued

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

Туре	Cost issue*	Cost issue*	Cost issue*
	(casual)	(2-3)	(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

Ad space tile examples



* All prices are GST inclusive.

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

continued

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

Туре	\$ Per issue*	\$ Per issue*	\$ Per issue*
	(casual)	(2-3)	(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* e-news, 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

Туре	\$ Per issue*	\$ Per issue*	\$ Per issue*
	(casual)	(2-3)	(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

continued

Internship 101 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



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.

* All prices are GST inclusive.

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





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

Phone (07) 3872 2222

Event sponsorship booking form 2023 latinum sponsorship and advertising package



All prices are GST inclusive.

Annual O/S conference major sponsor

Please select the sponsorship package/s for the event/s you want to sponsor in the table below and on the next page:

For all pricing and inclusions, please refer to the **AMA Queensland Event Sponsorship Prospectus** 2023 pages 6 to 12.

Number of each sponsorship packages:

ully hosted junior delegate with accommodation ponsor a junior delegate - registration only IIP Gala, Dinner or Breakfast table sponsor Platinum sponsorship package - 1 event Exhibitor and social sponsor - package 2 Exhibitor and social sponsor – package 1 -anyard sponsor - only 1 per event n-person speaking opportunity Delegate or VIP lounge sponsor Online speaking opportunity Sranded tradeshow bag 3ronze sponsor - 1 event vent coffee cart sponsor ilver sponsor - 1 event sold sponsor - 1 event rade exhibitor satchel inserts

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	Event	Date	\$50,000	\$15,000	\$11,000	\$6,600	\$2,500	\$1,650	\$1,100	\$2,500	\$6,600	\$4,400	\$165	\$800	\$1,500	\$1,500	\$4,500	\$3,000	\$200	\$2,500	\$11,000
	Webinar Series	19 Jan																			
	Webinar Series	16 Feb																			
	Member Networking Event – Gold Coast	9 Feb																			
	Webinar Series	23 Mar																			
	Medical Careers Expo – BCEC, Brisbane	18 Mar																			
	Private Practice Finance, Technology and Innovation conference – BCEC, Brisbane	18 Mar																			
	Webinar Series	20 Apr																			
,	Webinar Series	11 May																			
	AGM and Dinner for the Profession - Customs House, Brisbane	26 May																			
	Women in Medicine Breakfast – Rydges Townsville	2 Jun																			
	Workplace Relations Private Practice Seminar – Rydges Townsville	2 Jun																			
	Junior Doctor Conference - Townsville	3-4 Jun																			
	Webinar Series	15 Jun																			
	Webinar Series	20 Jul																			
	Webinar Series	3 Aug																			
	AMA QLD Senior Doctors Conference - Waters Edge, Brisbane	19 Aug																			_
	Webinar Series	5 Sep																			
	Annual Conference – Lisbon, Portugal	17-23 Sep																			
	Webinar Series	12 Oct																			
	Women in Medicine Breakfast - Waters Edge, Brisbane	19 Oct																			
	Member Networking Event - Brisbane	2 Nov																			
	Webinar Series	16 Nov																			
	AMA Queensland Foundation Charity Gala – Customs House, Brisbane	18 Nov																			
	Doctors in Training Ball – Waters Edge, Brisbane	25 Nov																			_
	Webinar Series	4 Dec																			
	Webinar Series Intern Workshops x 3 – Brisbane, Gold Coast and Townsville																				
E۱	ent dates, locations and details are subject to change.																				_
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TOTAL \$

Event sponsorship booking form 2023 continued



All prices are GST inclusive.

Organisation information

Event sponsorship package Please list event and sponsorship package								
Signature:								
Email:	_							
ABN:								
Phone: Fax:								
Mailing address:								
Contact name:								
Company name:	-							

	\$
	\$
	\$
	\$
	\$
	\$
	\$
Total	\$

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 sponsorship and 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.
- Sponsorship 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.
- Event sponsorship packages are non-refundable, if you need to cancel please let the events team know and they will do their best to find a replacement sponsor for that event(s). If one is found we will organise a refund through our finance department.

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 shonsorship within transfer description.
Cheque enclosed for \$
(payable to AMA Queensland)
Invoice: Please nost 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: events@amaq.com.au

Fax: (07) 3856 4727 **Phone:** (07) 3872 2222

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

ama.com.au/qld

Advertising booking form 2023



All prices are GST inclusive.

Please refer to the AMA Queensland Advertising Kit 2023 on pages 14 to 18 for all pricing and advertising specifications.

Doctor Q magazine Notes Edition 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

Cost \$

-
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Intern Guide

e-newsletter

Design fee quoted

Banner ad

	Cost
Full page ad	\$

Practice Manager Affiliate News

Advertising booking form 2023 continued



All prices are GST inclusive.

Organisation information

Company name:	
Contact name:	
Mailing address:	
Phone:	Fax:
ABN:	
Email:	
Signature:	

Advertising total

Publication

\$
\$
\$
\$
\$
\$
Total \$

Terms and conditions

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- 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
$\ensuremath{^{\circ}}$ 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

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