



AMA(SA)

Media Kit 2024

Beyond boundaries in medicine and business

Discover the essence of AMA(SA) and explore the advertising potential for your brand

The Australian Medical Association in South Australia (AMA(SA)) stands as a distinguished membership organisation, uniting doctors across various medical disciplines.

AMA(SA) provides unparalleled opportunities for advertisers seeking a prime platform to connect with a diverse and influential audience in the health sector. Through targeted advertising, you can position your brand directly in front of medical professionals, practices and administrators actively engaged in various fields of medicine.

By aligning your advertising strategy with AMA(SA)'s diverse membership benefits, you gain access to a receptive and influential audience.

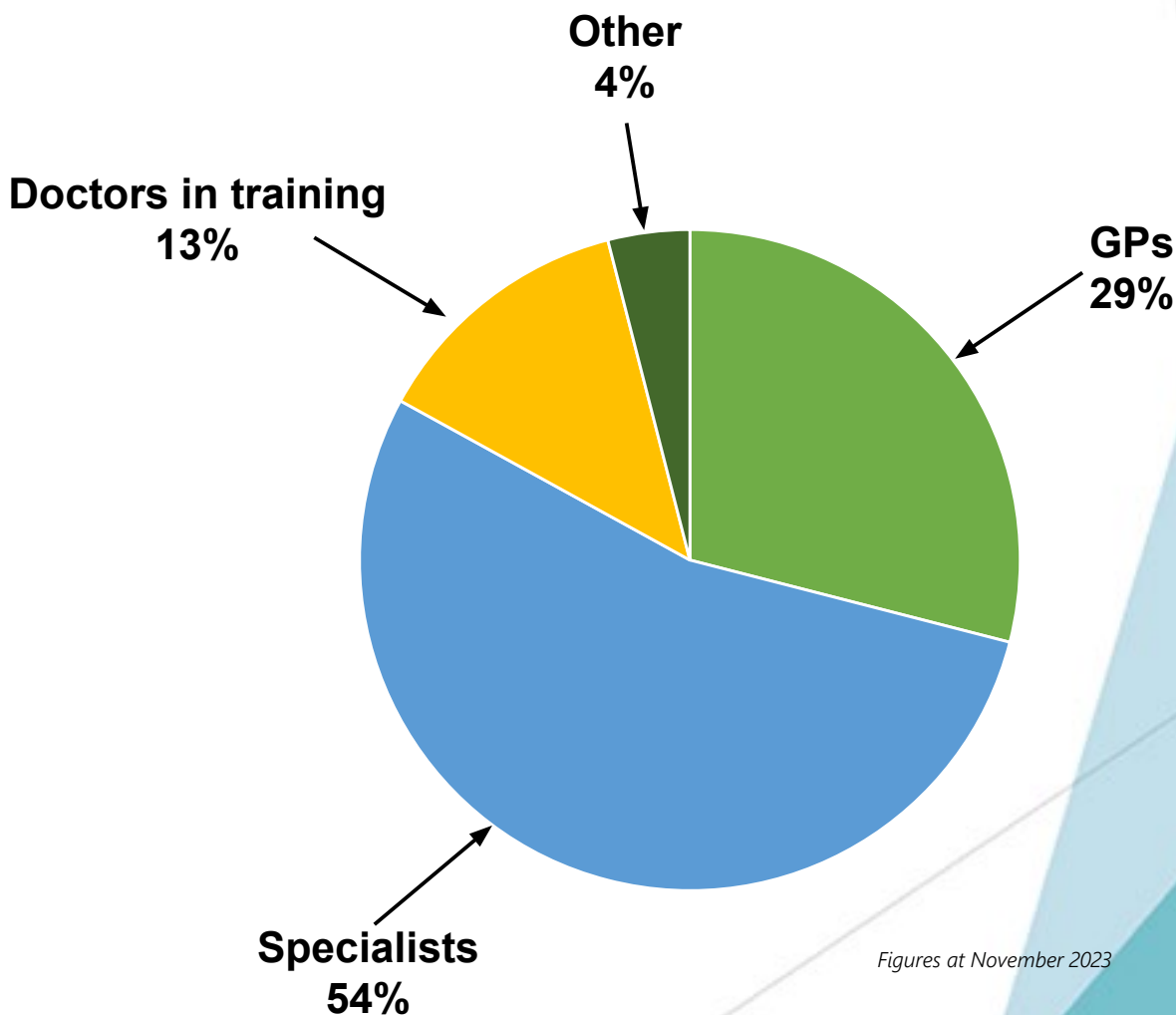
Get to know your audience

Partner with AMA(SA) - your gateway to a targeted professional engagement

AMA(SA) is a dynamic platform that advertisers can engage with to connect directly with medical professionals.

As a premier membership organisation, AMA(SA) is committed to delivering unwavering professional representation to the medical community. Our steadfast support, visionary leadership, strategic promotion and dedicated advocacy serve medical professionals at every stage of their careers.

Our membership



Figures at November 2023

medicSA

Distributed digitally and in print, *medicSA* is the official publication of the Australian Medical Association in South Australia. It is an excellent medium through which to communicate with the medical profession and broader health sector in South Australia.

medicSA, a staple for South Australian doctors for over 20 years, offers valuable information in a flipbook responsive format, and in print, and is distributed seasonally. A clinician led Editorial Committee, ensures it caters to the diverse interests of general practitioners, specialists, urban and rural doctors, senior and junior doctors, as well as medical students. Widely read by practice managers, administration staff, and general practice nurses, *medicSA* provides advertisers with a targeted reach to the health sector, including government departments, libraries, politicians, and the media.

Advertorial

For advertisers, *medicSA* offers options such as one-page advertorials, providing a platform for detailed promotion. Advertorials are clearly labelled and subject to approval by the editor.

Pricing

Pricing is determined by size, with additional costs for unique positions. Loadings apply to the limited advertising slots in the first 16 pages and other sought-after positions and there is one one-page advertorial in each issue. Feature story options place adverts within the publication's feature story pages. The four-issue price discussed on page 5 will only be honoured when a signed booking form is received at the beginning of the year. For classified advertising, members enjoy special pricing, and media agencies may be eligible for discount with agreement to strict payment terms.

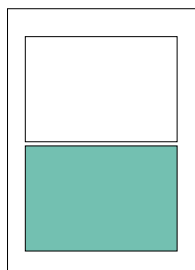
Size guide

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

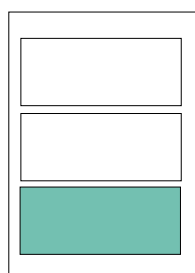


Covers entire page

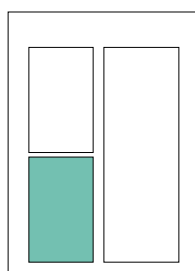
Half Page - Horizontal
174mm x 120mm



Third Page - Horizontal
174mm x 77mm



Quarter Page
82.5mm x 120mm



Advertorial
Full page with either 400 words and 2 images, or 600 words with 1 image

Display rates

Prices listed are per issue and include GST. The inside front cover position is not subject to the four-issues discount.

	<u>1 issue</u>	<u>4 issues</u>
Advertorial	\$2,895	\$2,606
Full page	\$2,316	\$2,084
Half page	\$1,503	\$1,353
Third page	\$1,039	\$935
Quarter page	\$807	\$726

Position loading

Loading is added to the display rate cost if one of the preferred positions below are specified.

Feature story	20%
Inside front cover	25%
Between pages 4-6	20%
Between pages 8-16	15%
Inside back cover	10%
Back cover	10%

Classified rates

Prices listed are per classified and include GST.

	<u>Member</u>	<u>Non-member</u>
Up to 25 words	\$90	\$174
Up to 50 words	\$164	\$327
Up to 75 words	\$227	\$454
Up to 100 words	\$248	\$501

Deadlines

	<u>Booking</u>	<u>Content</u>
Autumn	24 Jan	7 Feb
Winter	24 Apr	8 May
Spring	3 Jul	14 Aug
Summer	30 Oct	13 Nov

Specifications

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

- a CMYK or mono/grey-scale press grade PDF
- images and logos 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
- type should not be smaller than 6 points
- print-ready or 'finished' artwork must be supplied with all fonts and URLs embedded or supplied.

The Pulse

Our digital newsletter The Pulse a bi-weekly highlight for members, is a cornerstone of communication that keeps members abreast of all that's happening within our vibrant community and the wider health sector.

This essential digest is more than just a compilation of updates - it's a direct line to member news, critical issues, event specifics, and exclusive messages from our President. Delivered every two weeks, it is designed to ensure members stay informed, connected, and engaged but also fosters a sense of community.

Costs

	Cost/issue (casual)	Cost/issue (2-3)	Cost/issue (8)
Banner ad	\$1,150	\$950	\$750

- All prices are GST inclusive.
- A limit of 3 banner ads per issue is in place.

Specifications

- JPG only
- 1200px wide x 225px high
- Hyperlink to one of the following
 - website
 - email

Intern Guide

The AMA(SA) Intern Guide is an indispensable printed resource for both junior doctors embarking on their careers as working clinicians.

Advertising within this widely acclaimed publication, prepared each December for distribution at hospitals, has proven to be invaluable. The guide, distributed in print annually during intern orientation in January, serves as a significant and trusted source of information for incoming medical professionals, offering a comprehensive overview and essential insights into their medical journey.

Explore the unique opportunity to showcase your services or products to a targeted audience that relies on this guide for guidance and support.

Costs

Full page \$1,600

- All costs are GST inclusive
- Limit to 3 ads per issue

Specifications

- 210mm x 297mm
- to include 3mm bleed and crop marks
- supplied as CMYK high-res/print ready PDF

Deadline

Booking - 1 November

Content - 14 November

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/or CEO.
- Cancellation can be made before the booking deadline without a cost being incurred. Cancelling your booking after the booking deadline may incur a fee.
- Payment of invoices is required by due date.
- AMA(SA) reserves the right to refuse or withdraw advertising at any time.
- It is the advertiser's responsibility to ensure that the advertisement is accurate and complies with Australian laws.

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
- All fonts must be embedded in a PDF.
- Ads require crop marks, and a 3mm bleed.
- Type should not be smaller than 6 points.
- URLs must be provided if advertising is to be linked to the advert.

Disclaimer

While AMA(SA) 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 specifications.

Contact

Advertising: medicSA@amasa.org.au

Content: editor@amasa.org.au

Phone: 08 8361 0100

Booking form 2024



Please refer to the AMA(SA) media kit 2024 for all pricing and advertising specifications

Business Name	Contact Name
Postal address	
Email	Phone
ABN	Member ID
Linked URL	Ref/Order No.

medicSA		Size	Preferred Position	Loading	Comm./Disc.	Total per issue Inc. GST	AMA(SA) Booking No.
<input type="radio"/>	Autumn 2024						
<input type="radio"/>	Winter 2024						
<input type="radio"/>	Spring 2024						
<input type="radio"/>	Summer 2024						

Classified Title:

Classified text:

The Pulse		AMA(SA) Office Use	
		Total per newsletter Inc. GST	AMA(SA) Booking No.
<input type="radio"/>	Casual banner ad		
<input type="radio"/>	1-2 banner ads		
<input type="radio"/>	8 banner ads		

Intern Guide		AMA(SA) Office Use	
		Total per newsletter Inc. GST	AMA(SA) Booking No.
<input type="radio"/>	Full page ad		

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Artwork

I/we have submitted/will submit artwork for publication by AMA(SA) 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 the AMA(SA) Media Kit and understand that AMA(SA) reserves the right to refuse to publish the artwork and takes no responsibility for any errors within the artwork supplied.

Return to:

Mail:
AMA(SA)
PO Box 685
FULLARTON SA 5063

Email:
medicSA@amasa.org.au

For assistance with advertising or any other matter, please call AMA(SA) on 08 8361 0100

www.ama.com.au/sa

Signature of authorised advertiser

Date signed