





ENGAGE WITH THE
LARGEST AUDIENCE OF
OVER 35,000 GPS
THROUGH OUR PRINT AND
DIGITAL CHANNELS

AUSTRALIAN JOURNAL OF GENERAL PRACTICE

Australia's leading general practice journal and highest circulating medical title, distributed to more than 35,000 GPs at all levels of the profession.

For more than 60 years, the GP-directed, edited and peer-reviewed *Australian Journal of General Practice (AJGP)* has informed and assisted GPs in their daily work. *AJGP*'s reputation can be attributed to doctors' absolute confidence in the accuracy and objectivity of the clinical material it publishes.

AJGP is the only Australian publication for general practice to meet the rigorous criteria for inclusion in MEDLINE and Science Citation Index Expanded (SCIE).

As the most valued and used publication for GPs, *AJGP* is the premium communication platform to reach GPs in Australia.

Circulation: 37,057 CAB Sept 2017



FEATURES AND ESSENTIAL DATES

ISSUE	ISSUE DATE	FOCUS	BOOKING DEADLINE	MATERIAL DEADLINE	INSERT DELIVERY DEADLINE
January-February	1 February	MULTIMORBIDITY Minimally disruptive medicines • Experiences of carers • Guiding patients through complexity; motivational interviewing • chronic conditions that contribute to multimorbidity	8 December	9 January	15 January
March	1 March	ZOONOSSES Q-fever Leptospirosis • Psittacosis • Australian Bat Lyssavirus and Bat exposures • Brucellosis	29 January	5 February	12 February
April	3 April	ACCESS TO PRIMARY CARE	28 February	7 March	14 March
May	1 May	ARRHYTHMIAS AF- rate control, ECG, acute management • Palpitations – ecg • Common ECGs/pitfalls/ Case studies • Medication induced arrhythmias • The younger person with chest pain	29 March	5 April	12 April
June	4 June	EVIDENCE BASED CARE	1 May	8 May	15 May
July	2 July	PREGNANCY Preconception counselling for people with comorbidities • Conception • Recurrent miscarriage • Pelvic pain in early pregnancy • Updates on assisted reproduction • Gestational diabetes	30 May	6 June	13 June
August	1 August	WORKFORCE ISSUES IN GENERAL PRACTICE	29 June	6 July	13 July
September	3 September	DEGENERATIVE NEUROLOGY Parkinsons disease • Managing patient with motor neurone disease • Dementia managing Alzheimer disease • Capacity to consent • Is it depression or dementia?	1 August	8 August	15 August
October	1 October	CONTINUITY OF CARE	29 August	5 September	12 September
November	1 November	PALLIATIVE CARE Rational deprescribing • How to write a death certificate • Symptom control: vomiting, insomnia, dyspnoea • Supporting the palliative care patient • The younger palliative care patient • Non cancer palliative care patient, COPD, CCF	2 October	9 October	16 October
December	3 December	PREVENTION	31 October	7 November	14 November

All dates are subject to change. Cancellation same as booking deadline.



#1

#1 READ TITLE BY GPs WHO GRADUATED IN THE PAST 20 YEARS**

#1 TIME SPENT READING – THE AVERAGE ISSUE OF AJGP IS READ LONGER THAN ANY OTHER GP PUBLICATION*

#1 IN CLINICAL CREDIBILITY. GPs PLACE CONFIDENCE IN AJGP OVER OTHER GP PUBLICATIONS* (VS. MEDICINE TODAY, AUSTRALIAN DOCTOR AND MEDICAL OBSERVER)



74%

OF ALL GPs READ AJGP IN THE PAST MONTH*^

* Extended Competitive Advantage Readership Survey September 2016

** Medical Publications Readership, October 2017. Competitive Advantage Research 2017. GPs in private practice aged 65 years and under N=854

^ Survey completed on readership of AFP

AJGP RATES

DISPLAY RATES

AD TYPE (UNIT)	RATES	3x	6x	12x	18x	24x	36x
Full page	\$7,960	\$7,840	\$7,720	\$7,480	\$7,240	\$7,000	\$6,770
Double page spread	\$15,440	\$15,210	\$14,980	\$14,510	\$14,050	\$13,580	\$13,130
Half page horizontal	\$5,250	\$5,170	\$5,100	\$4,940	\$4,780	\$4,620	\$4,470
Half page spread	\$10,190	\$10,030	\$9,890	\$9,580	\$9,270	\$8,960	\$8,670
Third page horizontal/Single column	\$3,850	\$3,790	\$3,740	\$3,620	\$3,500	\$3,390	\$3,280
Third page spread	\$7,470	\$7,350	\$7,260	\$7,020	\$6,790	\$6,580	\$6,360
Quarter page horizontal	\$2,870	\$2,820	\$2,780	\$2,690	\$2,610	\$2,520	\$2,440
Strip	\$2,050	\$2,010	\$1,980	\$1,920	\$1,860	\$1,800	\$1,740

PREMIUM POSITIONS

Inside front cover	\$9,550	\$9,410	\$9,260	\$8,980	\$8,690	\$8,400	\$8,120
Inside front cover spread	\$17,510	\$17,250	\$16,980	\$16,460	\$15,930	\$15,400	\$14,890
Outside back cover	\$9,950	\$9,800	\$9,650	\$9,350	\$9,050	\$8,750	\$8,460
Contents page strip	\$2,260	\$2,210	\$2,180	\$2,110	\$2,050	\$1,980	\$1,910

Rates are subject to 10% GST. Advertising agency commission is 10%.

Advertising space is limited.

PREMIUM CONCEPT RATES

AD TYPE (UNIT)	RATES
IFC Gatefold	\$23,500
IFC Spread Gatefold	\$30,900
False Front Cover with full page	\$27,900
False Front Cover with DPS	\$35,300
Belly Band with OBC incl. production	\$35,800
Address Flysheet	\$4,700

Rates are subject to 10% GST. Advertising agency commission is 10%.

Advertising space is limited.

RECRUITMENT AND LEASE RATES

AD TYPE (UNIT)	TRIM SIZE	RATES
Full page	178mm (w) x 234mm (h)	\$3,830
Half page	178mm (w) x 125mm (h)	\$2,470
Third page	Trim: 178mm (w) x 75mm (h)	\$1,580
Quarter page	Trim: 178mm (w) x 50mm (h)	\$1,240

Rates are subject to 10% GST. Advertising agency commission is 10%.

Please supply high res CMYK PDF to correct specifications.

PRESCRIBING INFORMATION (PI) RATES

UNIT	TRIM SIZE	PI RATE
Full page	210mm (w) x 275mm (h)	\$5,240
Half page horiz.	210mm (w) x 125mm (h)	\$3,460
Double column	117mm (w) x 220mm (h)	\$3,460
Third page horiz.	210mm (w) x 75mm (h)	\$2,530
Single column	56mm (w) x 220mm (h)	\$2,530
Quarter page	210mm (w) x 50mm (h)	\$1,880

Prescribing information rates are only available if a secondary advertisement is placed in the same issue. PI rates apply to the primary advertisement only.

Positioning is at the editor's discretion. No bleed allowed.

ADVERTISING FEATURE RATE

UNIT	RATES
Product news	\$1400

200 words supplied as a Word document, plus 1 high res jpg image.

If applicable, pharmaceutical information must be Medicines Australia Code of Conduct compliant and must not include promotional claims. AJGP takes no responsibility for errors, omissions or inaccuracies.

INSERT RATES

	FULL RUN	NSW	VIC	QLD	SA&NT	WA	TAS	ACT
Quantity required	37,000	11,300	9000	7500	3300	3800	900	700
LOOSE								
Business reply paid card	\$8,510	\$2,590	\$2,070	\$2,070	\$2,070	\$2,070	\$2,070	\$2,070
One sheet	\$10,360	\$3,160	\$2,530	\$2,530	\$2,530	\$2,530	\$2,530	\$2,530
Two sheet	\$14,060	\$4,270	\$3,420	\$3,420	\$3,420	\$3,420	\$3,420	\$3,420
Three-four sheet	\$17,760	\$5,400	\$4,320	\$4,320	\$4,320	\$4,320	\$4,320	\$4,320
Six sheet	\$28,490	\$8,690	\$6,950	\$6,950	\$6,950	\$6,950	\$6,950	\$6,950
BOUND								
One sheet	\$11,840	\$3,600	\$2,880	\$2,880	\$2,880	\$2,880	\$2,880	\$2,880
Two sheet	\$16,280	\$4,960	\$3,970	\$3,970	\$3,970	\$3,970	\$3,970	\$3,970

Rates are subject to 10% GST.

Advertising agency commission 10%.

Minimum charge based on 9000 inserts.

INSERT REQUIREMENTS

Loose insert requirements: The default placement of all loose inserts is under the address flysheet. Loose inserts to be supplied trimmed or folded to the trim size of the journal (275mm x 210mm). A4 or folded to A4 inserts, can be accepted, but may become 'dog-eared' during postage. Z-fold inserts incur a surcharge.

Loose inserts can only be placed between the pages of the journal if supplied trimmed or folded to 265mm x 200mm. Inserts not meeting the requirements will be refused or incur a surcharge for additional production. Inserts with *AJGP* are restricted by postage weights. Agreed inserts exceeding weights will be surcharged for additional postage.

Recommended size: Trim: 210mm (w) x 275mm (h)
(flat or folded)

Minimum size: Trim: 105mm (w) x 148mm (h)
(flat or folded)

Accepted stock weight: 100-250gsm only

Bound insert requirements: Bound inserts are positioned at the discretion of the publisher. Bound inserts must be supplied untrimmed. Inserts not meeting requirements will be refused or incur a surcharge for additional production. Inserts are restricted by postage weights. Inserts exceeding weights will be surcharged for additional postage.

Supplied / flat size: 218mm (w) x 285mm (h)

Minimum size: 143mm (w) x 148mm (h)

Accepted stock weight: 115-200gsm only

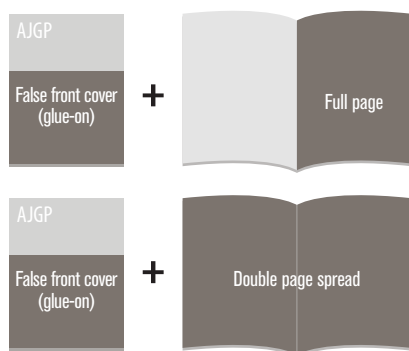
Conditions: Other insert requirements and rates POA. Minimum rate charge based on 9000 inserts. Inserts can be targeted by profession, by state or territory. Inserts arranged by postcode or other incur a list washing fee of \$1800+GST. Z-Folded loose inserts will incur a \$120+GST per 1000 hand insertion surcharge. The publisher reserves the right to refuse insertion.

Delivery of inserts: 'Insert delivery advice' label will be supplied at time of booking and must be adhered to all boxes. Failure to attach will result in return of inserts at sender's cost. Boxes to weigh no more than 16kg.

AJGP ADVERTISING CONCEPTS

AJGP has advertising policies that guard the integrity of the journal and its world-class standing. Detailed here are a few concepts to assist your creative thinking to make a real impact upon the readers of Australia's leading GP journal.

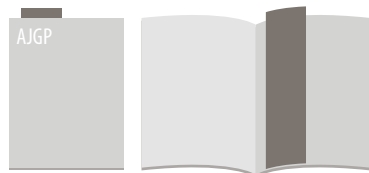
Front cover package a false front cover with either a full page or DPS to ensure your message is noticed.



Front cover sticky note an ideal reminder mechanism for GPs. Dimensions are 75mm (w) x 75mm (h) and is only printed on one side.



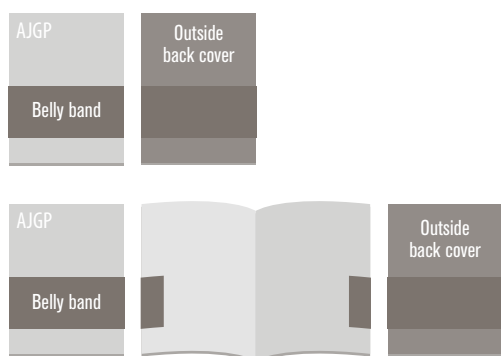
Bookmark style insert placed loosely over your advertisement to highlight your message in the journal.



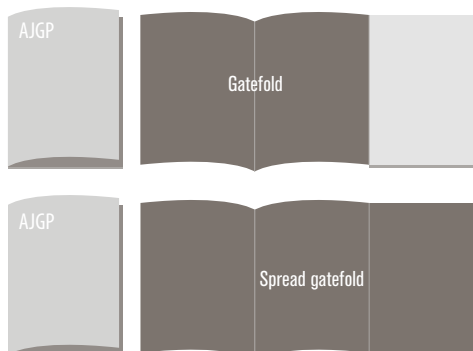
Address flysheet is a loose printed sheet with the GPs address. It sits on top of the journal within a mail pack, and is instantly visible as it faces out. Advertise here to instantly reach your audience.



Belly band wraps around the cover and includes outside back cover. Option available to fix the tags to your full or double page spread to direct readers immediately to your advertisement.



Inside front cover gatefolds provide an impactful way to increase advertising exposure. Available as a single or double page spread foldout as an extension of the front cover.



AJGP MECHANICAL SPECIFICATIONS

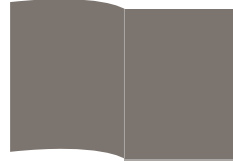
Full page



Double page spread



Inside front cover spread



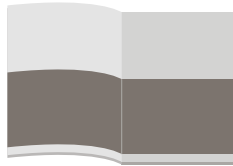
Inside front cover



Half page horizontal



Half page horizontal spread



Third page horizontal



Single column



Third page horizontal spread



Quarter page horizontal



Strip



Contents page strip



SPECIFICATIONS

It is the responsibility of the client/agency to ensure that material instructions and advertising material are supplied to specification by the published material deadline.

Full page: Type: 185mm (w) x 247mm (h)
Trim: 210mm (w) x 275mm (h)
Bleed: 5mm all round

Half page horizontal: Type: 185mm (w) x 125mm (h)
Trim: 210mm (w) x 125mm (h)
Bleed: 5mm left and right

Single Column vertical: Trim: 56mm (w) x 234mm (h)

Third page horizontal: Type: 185mm (w) x 75mm (h)
Trim: 210mm (w) x 75mm (h)
Bleed: 5mm left and right

Quarter page horizontal: Type: 185mm (w) x 50mm (h)
Trim: 210mm (w) x 50mm (h)
Bleed: 5mm left and right

Strip horizontal: Type: 185mm (w) x 25mm (h)
Trim: 210mm (w) x 25mm (h)
Bleed: 5mm left and right

File type: High res PDF with 18pt offset and crop marks offset by 7mm. Please supply double page spreads as two separate PDFs (left page and right page) and allow 6mm across the gutter for type to clear the binding.

Resolution: At least 300dpi

Colour mode: CMYK

Fonts: Ensure all printer fonts and font suitcases are supplied. Please check carefully and do not supply unused fonts.

Screens: 130 (mono), 150–175 (4 colour) lines per inch.

Method: Offset sheet fed, 4-colour process throughout.

Binding: Perfect bound in 16-page sections. Stock: Cover 200gsm A2 matte. Text 75gsm, A2 matt. Trim size: 210mm (w) x 275mm (h).

AJGP only accepts certified 3DAP Papertype 1 proofs.

AJGP is calibrated to ensure colour consistency and cannot guarantee an exact match due to printing processes, or if there are inaccuracies in electronic files supplied. Changes after proof charge is \$300+GST per full page.

Material instructions: are to be provided by the published material deadline. Failure to provide material instructions for ongoing appearances will default as repeat last.

Preferred method of delivery of *AJGP* advertising material is via Adstream (Publication code: AJGP): When uploading artwork to Adstream, please use month of issue as your booking reference.

Delivery: Material accepted by email as a high res CMYK PDF. Please ensure PDFs are supplied to correct specifications and sent by email to Jonathon at Tremain Media:

jonathon@tremedia.com.au

Send 3DAP Papertype 1 proof by material deadline to:

RACGP College House

Attn: Beverly Gutierrez

100 Wellington Parade

East Melbourne VIC 3002

AJGP E-TOC

More than 20,000 GPs receive the *AJGP* e-Table of Contents (e-TOC) each month as an email coinciding with the delivery of *AJGP*.

e-TOC highlights each article in the latest *AJGP* with a brief synopsis and link to *AJGP* online. Timed to the delivery of the printed edition of *AJGP*, e-TOC provides access to articles in HTML and PDF.

BY NUMBERS

- successfully sent: 20,290
- opened: 6746
- percentage opened: 33.2%
- total opens: 12,350
- average opens: 1.83

Average metrics from Nov 2016 – Nov 2017 (Informz)

RATES

AD TYPE (UNIT)	RATES	3x	6x	12x	18x	24x	36x
Half page horizontal	\$3520	\$3460	\$3420	\$3300	\$3200	\$3100	\$3000
Medium rectangle (MREC)	\$1760	\$1730	\$1710	\$1650	\$1600	\$1550	\$1500

Rates are subject to 10% GST. Advertising agency commission is 10%.

Advertising space is limited.

DATES

ISSUE	RELEASE DATE	BOOKING AND MATERIAL DEADLINE
Jan/ Feb	1-Feb-18	25-Jan-18
Mar	1-Mar-18	22-Feb-18
Apr	3-Apr-18	27-Mar-18
May	1-May-18	24-Apr-18
Jun	4-Jun-18	28-May-18
Jul	2-Jul-18	25-Jun-18
Aug	1-Aug-18	25-Jul-18
Sep	3-Sep-18	27-Aug-18
Oct	1-Oct-18	24-Sep-18
Nov	1-Nov-18	25-Oct-18
Dec	3-Dec-18	26-Nov-18

All dates are subject to change.

SPECIFICATIONS

Advertisements feature as a static half page or medium rectangle.

Dimensions:

Half page: 600 pixels (w) x 250 pixels (h)

Medium rectangle: 300 pixels (w) x 250 pixels (h)

File type: Best supplied as a static gif or jpg

File size: Less than 40kb

Resolution: 72dpi

Colour mode: RGB

Note: Animated gifs do not function with html email.

Please also provide click-through web address (email addresses do not function).

Delivery: Please ensure material is supplied to correct specifications and sent by email to Jonathon at Tremain Media: jonathon@tremainmedia.com.au

Emailed to more than 34,000 opt-in recipients around the country, delivering timely news, information and alerts each Tuesday and Friday.

Sent by email linking to more information online, NewsGP provides concise, informative content with priority given to national RACGP and government news.

BY NUMBERS

- successfully sent: 33,999
- opened: 11,003
- percentage opened: 32.4%
- total opens: 18,235
- average opens: 1.66

Average metrics from Nov 2016 – Nov 2017 (Informz)

RATES

AD TYPE (UNIT)	RATE	3x	6x	12x	18x	24x	36x
Medium rectangle (MREC)	\$1760	\$1730	\$1710	\$1650	\$1600	\$1550	\$1500

Rates are subject to 10% GST. Advertising agency commission is 10%.

Pharmaceutical product advertising is not accepted for NewsGP.

Advertising space is limited.

DATES

NewsGP is published every Tuesday and Friday. The deadline for Booking and Material is required 3 working days prior to publication date.

SPECIFICATIONS

Dimensions:

Medium rectangle: 300 pixels (w) x 250 pixels (h)

File type:

Best supplied as a static gif or jpg.
Can accept animated gif, however majority do not function with html email, only the first slide will appear. Animated gifs will work only on the online edition.
Max 4 loops for animated gifs

File size:

Less than 40kb

Resolution:

72dpi

Colour mode:

RGB

Note: Flash is not accepted. Third-party tracking is not accepted. Please also provide click-through web address (email addresses do not function).

Delivery: Please ensure material is supplied to correct specifications and sent by email to Jonathon at Tremain Media: jonathon@tremedia.com.au



CHECK – (CONTINUOUS HOME EVALUATION OF CLINICAL KNOWLEDGE)

An independent learning program and QI&CPD activity produced monthly by RACGP, *check* has been running for more than 30 years.

Written by expert clinicians, each *check* unit focuses on a particular topic and includes clinical cases with answers, multiple choice questions, references and resources.

Activities are tailored for GPs to test their skills in regard to clinical history, examination, investigation and/or management of a problem.

check can be completed online or in hard copy. More than 34,000 current and future GPs receive the PDF version through the monthly *check* email and more than 7500 members request to receive the quarterly printed edition.

Each edition of *check* offers a limited number of full-page advertising positions or exclusive advertising opportunities to support GP education while promoting relevant products and services. Advertisements are included in the print edition and further opportunities exist in the *check* email.

BY NUMBERS

- successfully sent: 34,210
- total opens: 32,556
- opened: 16,016
- average opens: 2.03
- percentage opened: 47%

Average metrics from Nov 2016 – Nov 2017 (Informz)



47%

EMAIL OPEN RATE

FEATURES AND ESSENTIAL DATES

ISSUE	ISSUE DATE	FOCUS	BOOKING DEADLINE	MATERIAL DEADLINE	PRINT VOLUME
Jan-Feb (unit 546)	5 February	Abuse and violence	8 January	15 January	Delivery late March Includes unit 546 & 547
March (unit 547)	5 March	Allergies	6 February	13 February	
April (unit 548)	5 April	Child development	8 March	15 March	Delivery late June Includes units 548, 549 & 550
May (unit 549)	3 May	Male reproductive	5 April	12 April	
June (unit 550)	6 June	Female reproductive	11 May	18 May	
July (unit 551)	4 July	Ophthalmology	6 June	13 June	Delivery late September Includes units 551, 552 & 553
August (unit 552)	6 August	Neurology	9 July	16 July	
September (unit 553)	5 September	Musculoskeletal	8 August	15 August	
October (unit 554)	3 October	Renal problems	5 September	12 September	Delivery late December Includes units 554, 555 & 556
November (unit 555)	5 November	Immunology	8 October	15 October	
December (unit 556)	5 December	Digestive	7 November	14 November	

CHECK E-BLAST RATES

AD TYPE (UNIT)	RATE	3x	6x	12x	18x	24x	36x
Medium rectangle (MREC)	\$1760	\$1730	\$1710	\$1650	\$1600	\$1550	\$1500

Rates are subject to 10% GST. Advertising agency commission is 10%.

Not available if issue is sponsored.

Advertising space is limited.

CHECK E-BLAST SPECIFICATIONS

Dimensions:

Medium rectangle: 300 pixels (w) x 250 pixels (h)

Half page: 600 pixels (w) x 250 pixels (h)

File type: JPG or PNG

Resolution: 72dpi

Colour mode: RGB

File size: No larger than 100kb

Delivery: Please ensure material is supplied to correct specifications and sent by email to Jonathon at Tremain Media: jonathon@tremedia.com.au

CHECK SPECIFICATIONS

Dimensions:

Full page: Type: 190mm (w) x 255mm (h)
Trim: 210mm (w) x 275mm (h)
Bleed: 5mm all round

File type: High res PDF

Resolution: At least 300dpi

Colour mode: CMYK

Fonts: Ensure all printer fonts and font suitcases are supplied. Please check carefully and do not supply unused fonts.

Delivery: Please ensure material is supplied to correct specifications and sent by email to Jonathon at Tremain Media: jonathon@tremedia.com.au

CHECK ADVERTISING & SPONSORSHIP RATES

AD TYPE (UNIT)	RATE
Full page	\$3600
Exclusive sponsorship	\$12,900

Rates are subject to 10% GST. Advertising agency commission is 10%.

Advertising space is limited.

Sponsorship includes

- 1) Locks in all advertising positions for total module exclusivity
 - 3x full pages on pdf (IFC, IBC, OBC)
 - 3x full pages on print version, with possible cover position on compilation if available
- 2) Half page horizontal ad on topic related e-blast (exclusive)
 - 600px wide x 250px high
- 3) Corporate logo on front cover
- 4) Disclaimer and acknowledgment on editors page

RACGP WEBSITE

Attracting in excess of 13.6 million page views a year, with more than 50% as returning visitors.

The RACGP website is central to RACGP communication strategy and publication systems. GPs visit racgp.org.au to access the latest news, read *AJGP* articles, gain access to online knowledge bases and find RACGP administrative and member information.

Units run at a minimum of 90,000 impressions over 30 days equalling 20% share-of-voice (SOV) or 180,000 impressions for 40% SOV.

BY NUMBERS

- sessions (visits) per month: 438,549
- unique users per month: 267,258
- page views per month: 1,138,473
- pages per session: 2.60
- average session duration: two minutes, 51 seconds
- returning visitors: 50%

Google Analytics – Average data November 2016 to November 2017

RATES

AD TYPE (UNIT)	RATES	IMPRESSIONS
Medium rectangle (MREC)	\$3590	90,000 /30 days 20% SOV
Medium rectangle (MREC)	\$7900	180,000 /30 days 40% SOV
Recruit GP	\$340	Up to 1500 characters (inc. spaces) for 30 days.

Rates are subject to 10% GST. Advertising agency commission is 10%.

Pharmaceutical product advertising is not accepted for RACGPWebsite.

Advertising space is limited.

DATES

Booking and material five days prior to live date*

**Booking start dates is subject to availability.*

SPECIFICATIONS

Multiple creatives must be provided at the beginning of the campaign. Can be set to rotate at 50/50 or other preferred interval.

Dimensions:

Medium rectangle: 300 pixels (w) x 250 pixels (h)

File type:

Supplied as a static gif or jpg,
or animated gif

Max 4 loops for animated gifs

File size:

Less than 40kb

Resolution: 72dpi

Colour mode: RGB

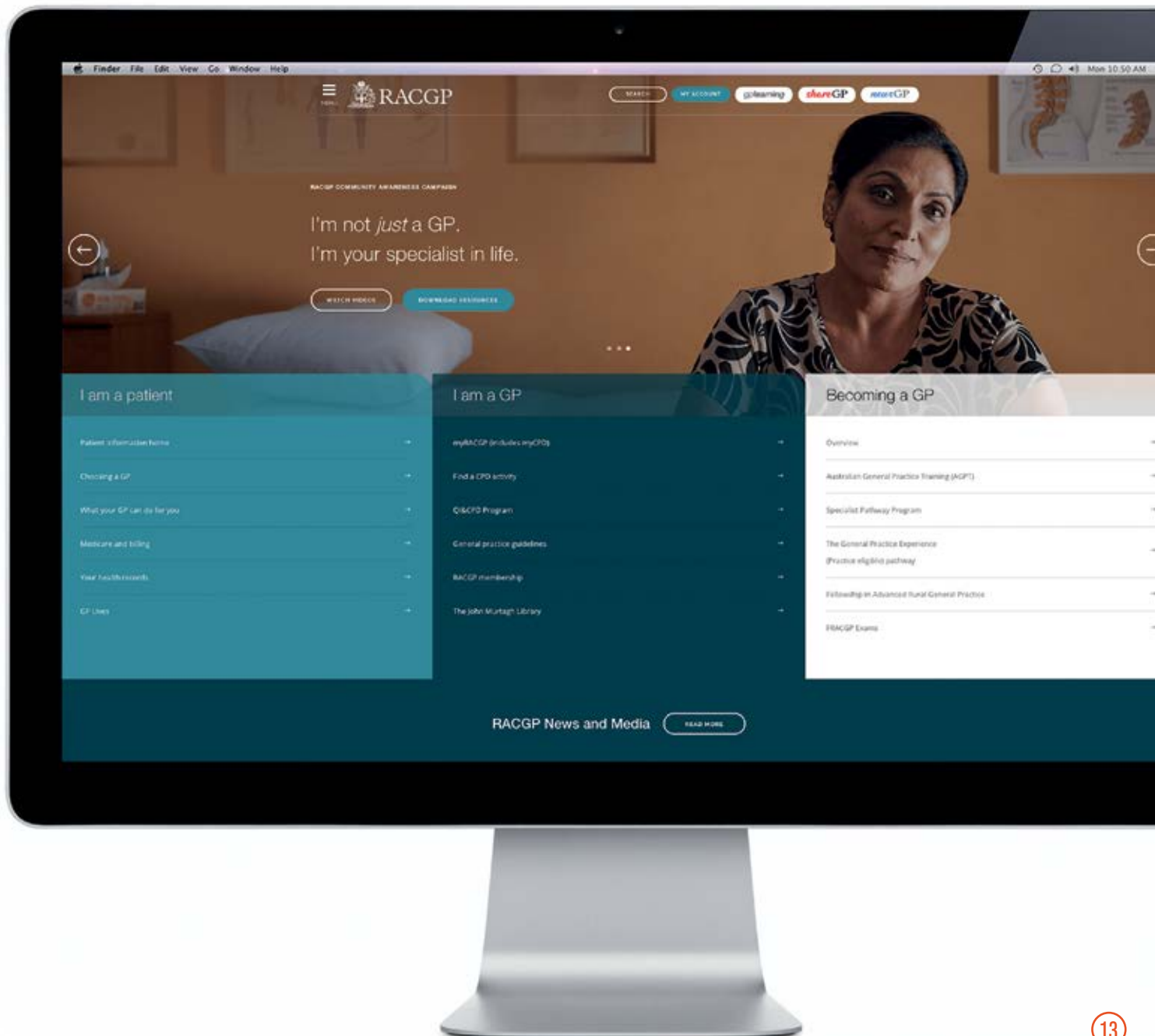
Note: Flash not accepted. Third party tracking not accepted. Please also provide click-through web address (email addresses do not function). Allow 2– 3 working days for placement.

Delivery: Please ensure material is supplied to correct specifications and sent by email to Jonathon at Tremain Media: jonathon@tremedia.com.au



13M+

PAGE VIEWS PER YEAR



STATE FACULTY E-NEWSLETTERS

Each RACGP state faculty produces an e-newsletter that is distributed primarily on a monthly basis.

E-newsletters deliver timely and relevant state-specific news, along with national and international medical updates and information regarding the health industry and general practice.

Readers include GPs, academics, registrars, medical students, practice managers and nurses, as well as various business and government stakeholders in the general practice profession. The circulation for each ranges from 720–10,000 depending on the RACGP faculty.

BY NUMBERS

NSW&ACT

- monthly HTML to 10,000+ members

VIC

- monthly HTML to 7,000+ members

QLD

- monthly HTML to 8,200+ members

SA&NT

- monthly HTML to 2,900+ members

WA

- monthly HTML to 3,400+ members

TAS

- monthly HTML to 720+ members

RATES

STATE	RATES
NSW&ACT	
Medium rectangle (MREC)	\$670
Banner	\$870
Text contribution	\$250
VIC	
Medium rectangle (MREC)	\$520
Banner	\$820
Text contribution	\$210
QLD	
Medium rectangle (MREC)	\$410
Banner	\$700
Text contribution	\$230
SA&NT	
Medium rectangle (MREC)	\$260
Banner	\$470
Text contribution	\$300

STATE	RATES
WA	
Medium rectangle (MREC)	\$260
Banner	\$470
Text contribution	\$210
TAS	
Medium rectangle (MREC)	\$270
Banner	\$450
Text contribution	\$210

Rates are subject to 10% GST. Advertising agency commission is 10%.

Pharmaceutical product advertising is not accepted for State Faculty E-Newsletters.

Advertising space is limited.

DATES

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
NSW & ACT												
Booking/artwork deadline		18 Jan	19 Feb	21 Mar	18 Apr	21 May	19 Jun	19 Jul	21 Aug	18 Sep	23 Oct	20 Nov
Distribution date	-	1 Feb	5 Mar	4 Apr	2 May	4 Jun	3 Jul	2 Aug	4 Sep	2 Oct	6 Nov	4 Dec
QLD												
Booking/artwork deadline	11 Jan	8 Feb	5 Mar	4 Apr	10 May	14 Jun	12 Jul	16 Aug	6 Sep	3 Oct	1 Nov	21 Nov
Distribution date	25 Jan	22 Feb	19 Mar	18 Apr	24 May	28 Jun	26 Jul	30 Aug	20 Sep	17 Oct	15 Nov	5 Dec
SA&NT												
Booking/artwork deadline	-	24 Jan	21 Feb	28 Mar	25 Apr	23 May	27 Jun	25 Jul	29 Aug	26 Sep	24 Oct	28 Nov
Distribution date	-	7 Feb	7 Mar	11 Apr	9 May	6 Jun	11 Jul	8 Aug	12 Sep	10 Oct	7 Nov	12 Dec
TAS												
Booking/artwork deadline		7 Feb	7 Mar	10 Apr	9 May	6 Jun	11 Jul	8 Aug	5 Sep	10 Oct	7 Nov	5 Dec
Distribution date	-	21 Feb	21 Mar	24 Apr	23 May	20 Jun	25 Jul	22 Aug	19 Sep	24 Oct	21 Nov	19 Dec
VIC												
Booking/artwork deadline		5 Feb	6 Mar	3 Apr	1 May	5 Jun	3 Jul	7 Aug	4 Sep	2 Oct	6 Nov	26 Nov
Distribution date	-	19 Feb	20 Mar	17 Apr	15 May	19 Jun	17 Jul	21 Aug	18 Sep	16 Oct	20 Nov	10 Dec
WA												
Booking/artwork deadline	18 Dec	29 Jan	26 Feb	3 Apr	30 Apr	28 May	2 Jul	30 Jul	30 Aug	1 Oct	29 Oct	26 Nov
Distribution date	18 Jan	15 Feb	8 Mar	19 Apr	17 May	14 Jun	19 Jul	16 Aug	13 Sep	18 Oct	14 Nov	13 Dec

All dates are subject to change.

SPECIFICATIONS

Dimensions:

Medium rectangle: 300 pixels (w) x 250 pixels (h)

Banner: 700 pixels (w) x 150 pixels (h)

File type: Supplied as a static gif or jpg.

File size: Less than 90kb

Resolution: 72dpi

Colour mode: RGB

Text contribution: Up to 100 words.

Text file type: Word document

Note: Flash not accepted. Digital artwork to include hyperlinks.

Delivery: Please ensure material is supplied to correct specifications and sent by email to Jonathon at Tremain Media: jonathon@tremedia.com.au

NATIONAL FACULTY E-NEWSLETTERS

The RACGP has three dynamic and innovative faculties, each of which produces their own newsletter.

RACGP RURAL

RACGP Rural (formerly the National Rural Faculty) provides advocacy and support for its members. Distributed bi-monthly, the *Bush Alert* newsletter provides relevant, interesting articles and updates to more than 15,500 readers. *Bush Alert* offers a unique way to reach GPs, registrars, students and academics that work or have an interest in rural and remote health.

RACGP ABORIGINAL AND TORRES STRAIT ISLANDER HEALTH

RACGP Aboriginal and Torres Strait Islander Health is committed to improving the health outcomes of Aboriginal and Torres Strait Islander peoples by advocating for culturally appropriate health delivery. The faculty's e-newsletter is distributed bi-monthly to more than 8,000 members, and features project news, faculty and external events, and resources to help promote information sharing and partnerships within the Aboriginal and Torres Strait Islander Health sector.

RACGP SPECIFIC INTERESTS

RACGP Specific Interests is charged with recognising the additional interest and expertise held by GPs in select areas of general practice. The faculty provides a vehicle for GP members practising in these areas to share information and knowledge by regular contact, as well as through the more formal continuing professional development channel where a need has been identified. The newsletter is distributed quarterly to more than 4,000 members. There are currently 27 specific interest networks and working groups, including addiction medicine, cancer and palliative care, obesity management and refugee health.

RATES

NATIONAL FACULTY	RATES
ABORIGINAL AND TORRES STRAIT ISLANDER HEALTH	
Medium rectangle (MREC)	\$520
Banner	\$820
Text contributions	\$210
RURAL (BUSH ALERT)	
Medium rectangle (MREC)	\$570
Banner	\$880
Text contributions	\$360
SPECIFIC INTERESTS	
Medium rectangle (MREC)	\$220
Banner	\$370
Text contributions	\$210

Rates are subject to 10% GST. Advertising agency commission is 10%.

Pharmaceutical product advertising is not accepted for National Faculty E-Newsletters.

Advertising space is limited.

DATES

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
ABORIGINAL AND TORRES STRAIT ISLANDER HEALTH												
Booking/artwork deadline	10 Jan		15 Mar		7 May		16 Jul		12 Sep		15 Nov	
Distribution date	24 Jan	-	29 Mar	-	21 May	-	30 Jul	-	26 Sep	-	29 Nov	-
SPECIFIC INTERESTS												
Booking/artwork deadline	-	31 Jan	-	29 Mar	-	30 May	-	1 Aug	-	19 Sep	-	3 Dec
Distribution date	-	14 Feb	-	12 Apr	-	13 Jun	-	15 Aug	-	3 Oct	-	17 Dec
RURAL BUSH ALERT												
Booking/artwork deadline		10 Feb			16 May		30 Jul				14 Nov	
Distribution date	-	24 Feb		-	30 May		13 Aug		-		28 Nov	-

All dates are subject to change.

SPECIFICATIONS

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