

The good GP never stops learning and one of the key tools that the RACGP provides for GPs' continuous learning is the *check* program.

*check* (continuous home evaluation of clinical knowledge) has been running for more than 30 years and is an independent learning program comprising quality improvement and continuing professional development (QI&CPD) activities, written and peer reviewed by expert clinicians.

Each unit addresses a topic relevant to GPs and includes 5–6 specific clinical cases outlining diverse patient presentations under that theme. The publication is produced monthly as a PDF file and corresponding online activity through *gplearning*. In addition to the digital publication, each *check* unit is also available in hard copy, published quarterly as a volume comprising three units.

## Monthly PDF and print edition

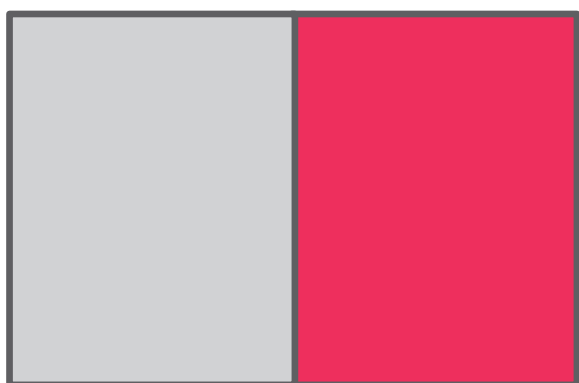
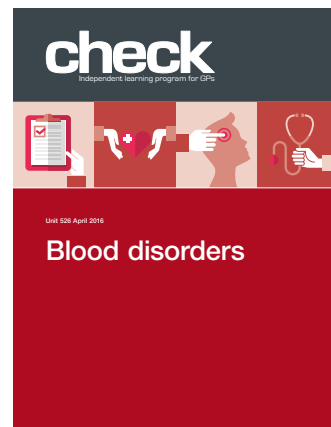
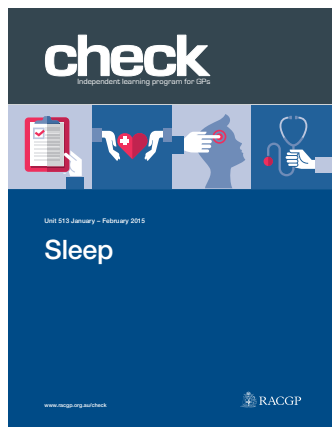
Advertising in one of our monthly PDF editions provides access to more than 33,000 GPs and future GPs through *gplearning*; with the added bonus of inclusion in the quarterly print volume, which is delivered to more than 7000 members with further copies available for sale. Print editions have a long shelf life, with many orders from registrars and practicing GPs well after initial publication.

## Email advertisements

An additional opportunity for reaching GPs through the *check* program is the monthly email broadcast, which includes limited spaces for digital advertising to reach more than 33,000 list subscribers.

## 2017 deadlines

Issue	Topic	Booking	Ad material	e-blast release
Jan–Feb	Preventive health, unit 535	19 December	22 December	2 February
March	Chronic conditions, unit 536	3 February	10 February	2 March
<b>Print volume 1 January–March</b>		<b>Hard copy delivery mid-April</b>		
April	Sexual health, unit 537	8 March	15 March	5 April
May	Dermatology, unit 538	6 April	13 April	3 May
June	Infectious diseases, unit 539	8 May	15 May	5 June
<b>Print volume 2 April–June</b>		<b>Hard copy delivery mid-July</b>		
July	Perenatal health, unit 540	7 June	14 June	5 July
August	Paediatric health, unit 541	6 July	13 July	3 August
September	Adolescent health, unit 542	9 August	16 August	6 September
<b>Print volume 3 July–September</b>		<b>Hard copy delivery mid-October</b>		
October	End of life care, unit 543	6 September	13 September	4 October
November	Vulnerable populations, unit 544	6 October	13 October	2 November
December	Diet and nutrition, unit 545	8 November	15 November	6 December
<b>Print volume 4 October–December</b>		<b>Hard copy delivery mid-January</b>		



## Print and PDF

Full page – \$3680

## Specifications for print advertising

### Full-page size:

Trim: 210 mm wide x 275 mm high

Type: 190 mm wide x 255 mm high

Bleed: 5 mm bleed on all sides

### File type:

Files to be supplied as a high resolution (at least 300 dpi)  
CMYK PDF

### Colour mode:

Ensure all colours used are CMYK

### Fonts:

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

## Digital e-blast

Medium rectangle – \$1620

## Specifications for e-blast

### Size:

300 pixels wide x 250 pixels high

### File type:

Files to be supplied as a 72 dpi JPG or PNG

### Colour mode:

RGB

### File size:

No larger than 90 kb

Please ensure material is supplied to correct specifications  
and sent by email to the Production Coordinator at  
beverley.gutierrez@racgp.org.au

## Advertising booking contact

### Sye Hughes

Email: sye.hughes@racgp.org.au

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## Advertising material contact

### Beverley Gutierrez

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