

Media Kit Insert

**Supporting content and
advertising opportunities**

Unrivalled access to Australia's most trusted profession

Partnering with The RACGP is a unique opportunity to tap into the unparalleled trust and expertise of Australia's GPs. Representing over 90% of the profession, we connect with GPs across the country at every stage of their career.

Put your values into practice

Alongside the Media Kit, the RACGP provide organisations with additional opportunities to promote, engage and connect with 41,000 GPs and GPs in training.

Advertising opportunity	Description	Asset	Price
National Monthly Event eDM	Monthly RACGP led eDM sent to over 41,000 GPs and Gps in training showcasing national educational events, workshops, webinars and activities.	Type: Event or activity listing – standard text Description: Title, Date, Time, Cost (if relevant), Text description (50 words max) & register now button/link.	\$495
		Type: MREC Size: (300x250) image linked at footer of e-mail.	\$1200
NewsGP	RACGPs leading news hub, designed and developed for members, to keep them informed of news relevant to Australian general practice. Emailed to 41,000+ recipients around the country five times a week.	Type: Written Advertorial Piece (includes 2 sends) Description: Work with our media and communications team on the advertorial key story, messaging and CTA.	\$10,000
RACGP Social media – organic post	RACGP Facebook RACGP Instagram RACGP LinkedIn RACGP Twitter	Facebook Image: 1200x630px Accompanying text: 1-80 characters Instagram Image: 1080x1080px Accompanying text: 138 – 150 characters LinkedIn Image: 1200x628px Accompanying text: 25 words Twitter Image: 1024x512px Accompanying text: 71 – 100 characters	\$495
RACGP Faculty Facebook groups	RACGP Faculty Facebook groups give members the opportunity to discuss relevant and topical information with their peers. Facebook groups: 1. NSW & ACT 4. QLD 2. TAS 5. SA&NT 3. VIC 6. WA	Image: 940x788 pixels Accompanying text: recommended 25-150 characters	\$0.10 cents per send
RACGP Specific Interest Networks	RACGP Specific Interest faculty has over 30 specific interest areas providing members the opportunity to share information and knowledge with like-minded Gps. View Specific Interest Networks here	Tailored communication piece Text: recommended 25-150 characters	\$0.10 cents per send
InPractice	InPractice delivers informative, relevant and timely RACGP and health news to members every Friday. View RACGP InPractice forum here	Tailored communication piece Text: recommended 25-150 characters	\$495

Webinar opportunities

Webinars:

From \$8,500-\$17,000

The RACGP run a series of webinars for RACGP members and their colleagues to improve access to quality education.

Developed and co-created with the RACGP, these webinars provide time efficient and convenient opportunities to keep up to date and engage in learning with key opinion leaders and peers.



Type	Description	Price
RACGP Partnered Webinar	Co-create an educational webinar with RACGP: <ul style="list-style-type: none"> > CPD accredited or opportunity for self-recorded CPD points > Webinar platform and delivery managed by RACGP > Educational content reviewed and approved by RACGP advisory committee > Opportunity to have a GP facilitator > Webinars hosted via RACGP website for 12 month period > Promotional listing via RACGP National Event eDM, RACGP social media channels and InPractice listings > Opportunity to opt-in to sponsor communications (avg 70% opt in rate) > Post webinar report provided post webinar with a detailed overview of webinar attendance profiles, engagement, advertising reach, webinar statistics and attendee evaluation > Content delivery must adhere to RACGP CPD guidelines 	\$8,500
RACGP commissioned webinar	RACGP to develop, deliver and evaluate webinar presentation based on supplied learning objectives: <ul style="list-style-type: none"> > RACGP to provide speakers & GP facilitators for the webinar > CPD accredited or opportunity for self-recorded CPD points > Webinar platform and delivery managed by RACGP > Webinars hosted via RACGP website for 12 month period > Promotional listing via RACGP National Event eDM, RACGP social media channels and InPractice listings > Opportunity to opt-in to sponsor communications (avg 70% opt in rate) > Post webinar report provided post webinar with a detailed overview of webinar attendance profiles, engagement, advertising reach, webinar statistics and attendee evaluation > Content delivery must adhere to RACGP CPD guidelines 	\$17,000

Webinars can be singular or part of a series. All webinars can be combined with additional paid advertising to extend your reach and engage with RACGP's 41,000 GP members.

Let's build something unique together

There are many other ways to get involved with RACGP and connect with our members across multiple regions. To build a bespoke program that meets your specific measures of success, get in touch with our team below.

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