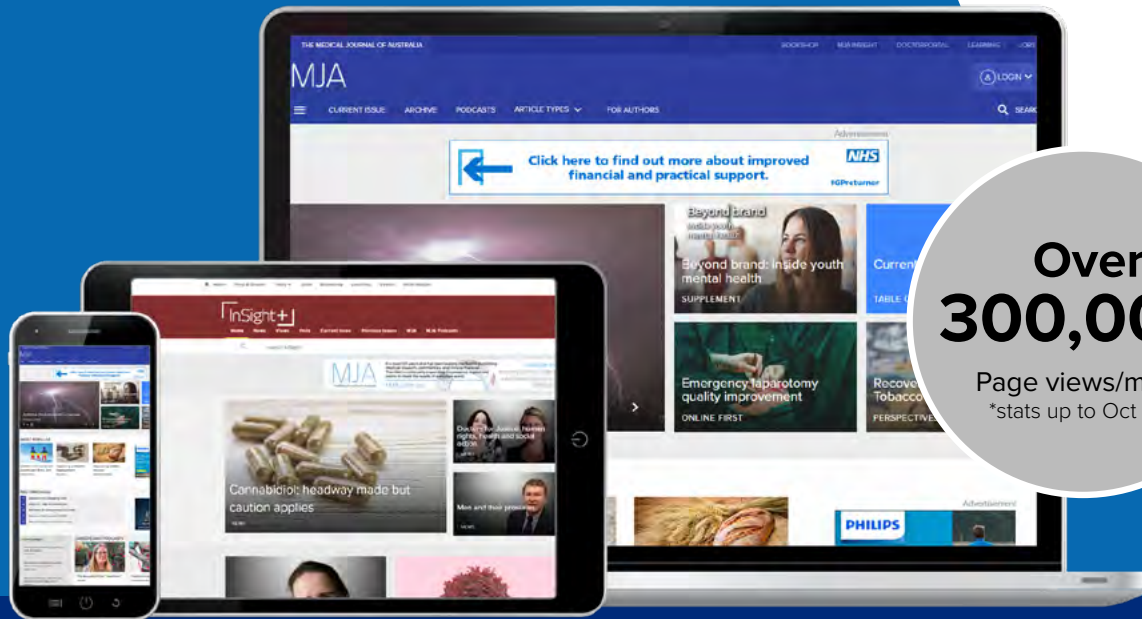


DIGITAL MEDIA KIT 2019

AMPCo
Australasian Medical Publishing Company

“*Enabling better health care outcomes through trusted content and services*”



Over
300,000*

Page views/month
*stats up to Oct 2018

AMPCo SALES

+61 2 9562 6666 • sales@ampco.com.au

 facebook.com/theMJA

 twitter.com/theMJA

 mja.com.au

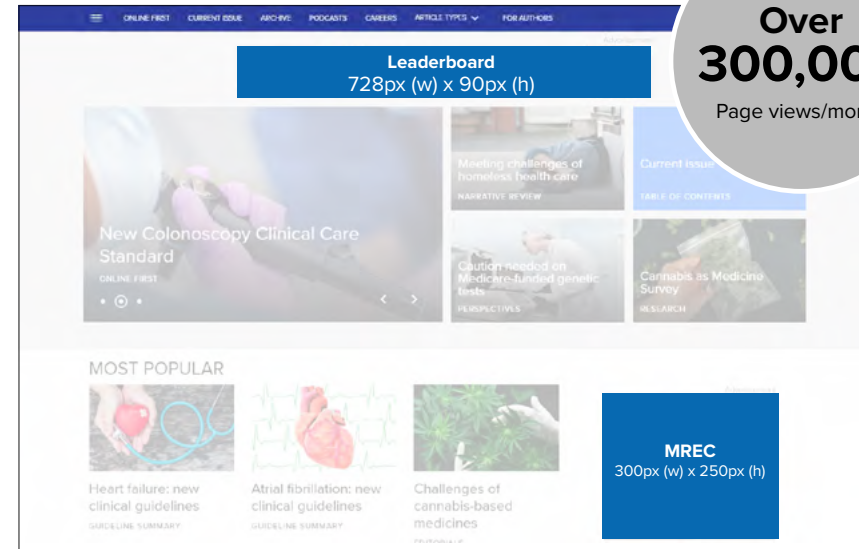
Digital rates – <i>MJA</i> website	2
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MJA website

mja.com.au is Australia's most popular general medical website reaching an influential audience of General Practitioners and Specialists.

Size/Shape	Position	W x H (pixels)	MJA website		
			Monthly impressions 100,000 (ex GST)	Monthly 50% SOV (ex GST)	Monthly 25% SOV (ex GST)
Leaderboard	Top	728 x 90	\$4,100	\$6,300	\$3,780
Medium rectangle	RHS 1, 2, 3	300 x 250	\$4,830	\$7,350	\$4,410
Half page	RHS 1, 2, 3	300 x 600	\$7,250	\$11,130	\$6,720
3:1 rectangle	RHS 1, 2, 3	300 x 100	\$2,420	\$3,780	\$2,310
Wide skyscraper	RHS 1, 2, 3	160 x 600	\$5,670	\$8,610	\$5,040
Tower	RHS 1, 2, 3	125 x 300	\$3,990	\$4,830	\$2,940

Over 300,000 Page views/month



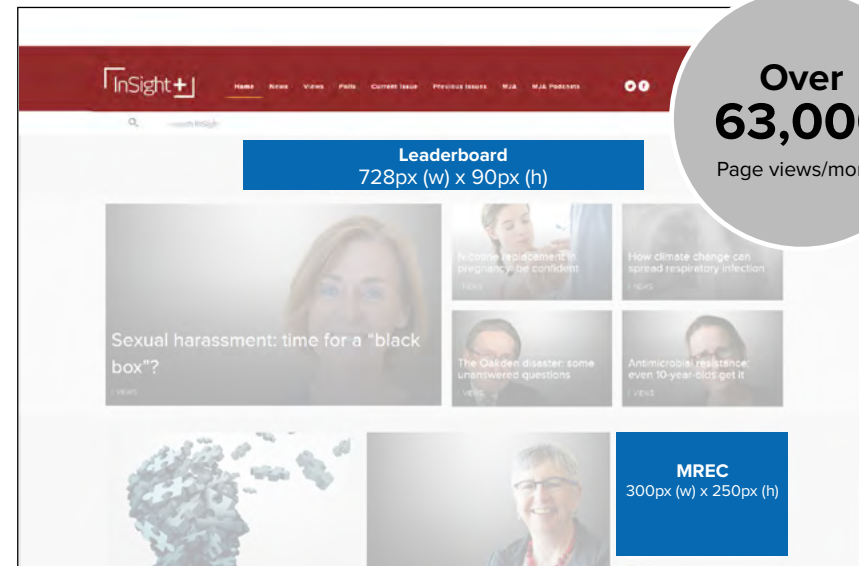
* Stats up to Oct 2018

InSight+

InSight+ provides medical practitioners and healthcare professionals with accurate, balanced news reporting and **expert commentary** on important health and medical issues.

Size/Shape	Position	W x H (pixels)	InSight+ website	
			Monthly 100% SOV (ex GST)	Monthly 50% SOV (ex GST)
Leaderboard	Top	728 x 90	\$2,630	\$1,580
Medium rectangle	RHS 1, 2, 3	300 x 250	\$2,940	\$1,680
Half page	RHS 1, 2, 3	300 x 600	\$7,140	\$3,990
3:1 rectangle	RHS 1, 2, 3	300 x 100	\$3,150	\$1,790

Over 63,000 Page views/month



* Stats up to Oct 2018

Deadlines

1. Online media is booked for a period of minimum 1 month.
2. Standard display/media material to be shared 10 business days prior to live date (20th of the previous month).

InSight+ Newsletters

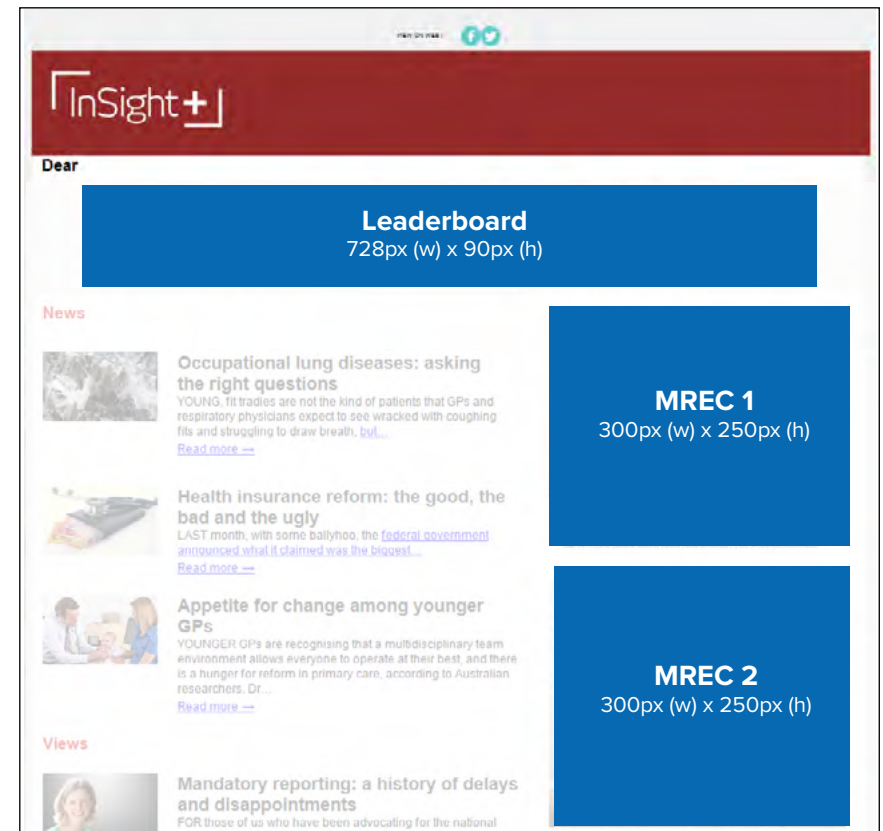
The weekly InSight+ is Australia's largest circulating medical email newsletter. It delivers a high open rate (average 26%) and the ability to precisely target advertising with profiling provided by AMPCo's database. InSight+ Newsletter is Medicines Australia compliant.

Size/Shape	Position	W x H (pixels)	Rate per issue (x1) (ex GST)	Rate per issue (x3) (ex GST)	Rate per issue (x6) (ex GST)
Leaderboard	Top	728 x 90	\$3,780	\$3,570	\$3,050
Medium rectangle	RHS 1, 2, 3	300 x 250	\$5,040	\$4,830	\$4,410
Half page	RHS 1, 2, 3	300 x 600	\$6,830	\$6,510	\$5,670

Issue dates and deadlines 2019

Issue date	Booking and material deadline*	Issue date	Booking and material deadline*	Issue date	Booking and material deadline*
14-Jan-19	9-Jan	13-May-19	8-May	9-Sep-19	4-Sep
21-Jan-19	16-Jan	20-May-19	15-May	16-Sep-19	11-Sep
29-Jan-19	23-Jan	27-May-19	22-May	23-Sep-19	18-Sep
4-Feb-19	30-Jan	3-Jun-19	29-May	30-Sep-19	26-Sep
11-Feb-19	6-Feb	10-Jun-19	5-Jun	7-Oct-19	2-Oct
18-Feb-19	13-Feb	17-Jun-19	12-Jun	14-Oct-19	9-Oct
25-Feb-19	20-Feb	24-Jun-19	19-Jun	21-Oct-19	16-Oct
4-Mar-19	27-Feb	1-Jul-19	26-Jun	28-Oct-19	23-Oct
11-Mar-19	6-Mar	8-Jul-19	3-Jul	4-Nov-19	30-Oct
18-Mar-19	13-Mar	15-Jul-19	10-Jul	11-Nov-19	6-Nov
25-Mar-19	20-Mar	22-Jul-19	17-Jul	18-Nov-19	13-Nov
1-Apr-19	28-Mar	29-Jul-19	24-Jul	25-Nov-19	20-Nov
8-Apr-19	3-Apr	5-Aug-19	31-Jul	2-Dec-19	27-Nov
15-Apr-19	10-Apr	12-Aug-19	7-Aug	9-Dec-19	4-Dec
23-Apr-19	16-Apr	19-Aug-19	14-Aug		
29-Apr-19	23-Apr	26-Aug-19	21-Aug		
6-May-19	1-May	2-Sep-19	28-Aug		

*By 12 noon of the deadline day



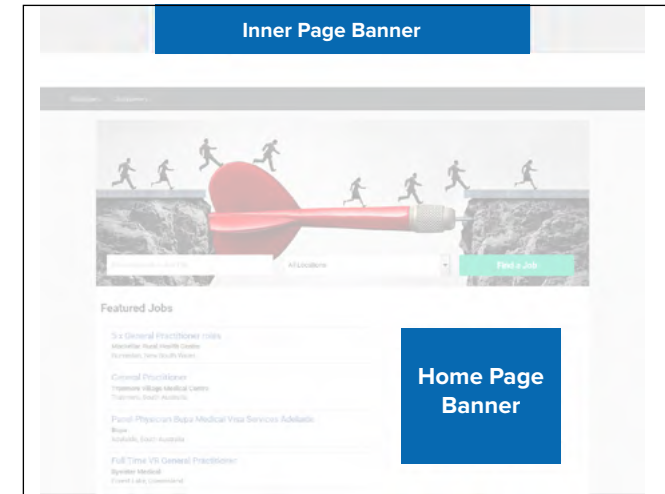
Subscribers* 40,635

* As of Oct 2018

Digital rates – Jobs board

Jobs board advertising helps employers connect with hard to reach talented and niche professionals. You can also build your employer brand using banner ads.

	Price (ex GST)	Description
Online posting type		
Basic	\$305	Online - 30 days
Enhanced	\$360	Online - 30 days; highlighted position on Jobs Board
Premium	\$446	Online - 30 days; highlighted position on Jobs Board; targeted email
Upgrades from basic ad offered at time of posting (or after posting has been made)		
Spotlight	\$74	Yellow "spotlight" tag applied
Preferred	\$89	Shown at the top of the list
Featured	\$116	Featured posting on landing page in addition to standard listing
Multiple Online Posting Packs		
5 pack of basic ads	\$1,160	Save 20%; to be used within 1 year
10 pack of basic ads	\$2,030	Save 30%; to be used within 1 year
10 pack of premium postings	\$3,122	To be used within 1 year
Banner ads - build your employer brand		
30 day inner page banner sponsorship	\$709	Display & rotate your 728x90 ad on the 10 most popular pages inside the Jobs Board for 30 days
30 day home page banner sponsorship	\$1,287	250x250 banner on the Jobs Resource Centre homepage for 30 days
Contact us for long-term homepage banner sponsorship options to sales@ampco.com.au or visit jobs.mja.com.au		



50% discount for AMA Members

(For digital jobs board advertising only; excludes advertising bundles)

10% advertising agency discount

(not applicable to advertising on AMA member discount)

Since Jobs Board may be accessed by non-doctors, we are unable to accept S4 medicines advertising

Bundling online and print classifieds

Use a combination of platforms to reach hard to fill or senior positions including MJA and newsletters.

Please contact us at sales@ampco.com.au for more information or refer to the Print Media Kit for bundling pricing for classifieds.



Digital specifications

Format:

- All material must be supplied with click-through URL
- Preferred format Website: GIF or JPG.
- Preferred format Newsletter: .GIF or .JPG Maximum file size of 150 KB.
- Animation and looping permitted. Maximum animation length per frame of 10 seconds.

For more information email: advertising@mja.com.au

Advertising Standards:

- All advertisements submitted to the MJA are subject to editorial approval.
- Advertisers are responsible for ensuring advertisements comply with Medicines Australia, Commonwealth and State laws and regulations.
- Advertising material may be rejected for unsubstantiated claims, imitating editorial content, unsuitability for a professional audience or conflict with the policies of the MJA or AMA.

Leaderboard

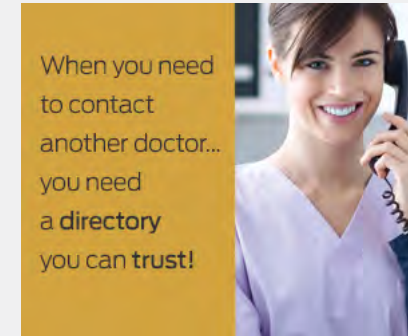
728px (w) x 90px (h)



Not a member? Join TODAY!
and have full access to current
and archived issues

MREC

300px (w) x 250px (h)



Half page

300px (w) x 600px (h)



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**DIGITAL
MEDIA KIT
2019**

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