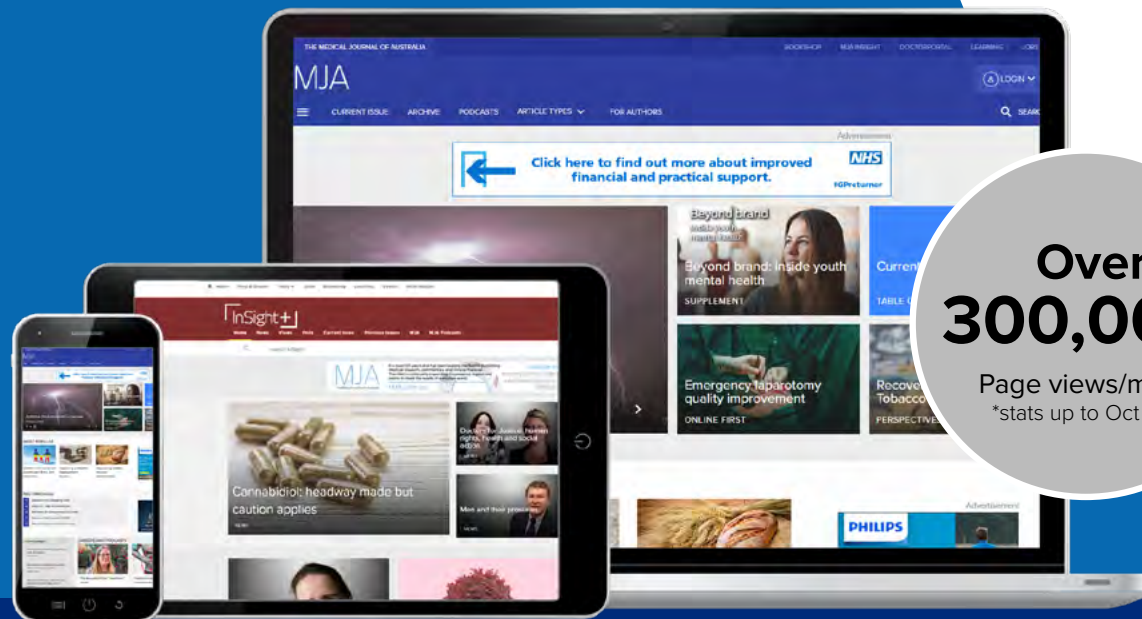


# DIGITAL MEDIA KIT 2019

# AMPCo

“*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](mailto:sales@ampco.com.au)

 [facebook.com/theMJA](https://facebook.com/theMJA)

 [twitter.com/theMJA](https://twitter.com/theMJA)

 [mja.com.au](https://mja.com.au)

Digital rates – MJA website	2
Digital rates – InSight+ website	2
Digital rates – InSight+ newsletter	3
MJA Jobs Newsletter	4
Digital rates – Jobs	5
Specs	6
Contacts	7

MJA, InSight+ & deadlines

## MJA website

mja.com.au is Australia's most popular general medical website reaching an influential audience of General Practitioners and Specialists and with traffic sessions in excess of 217K/month.

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

## InSight+

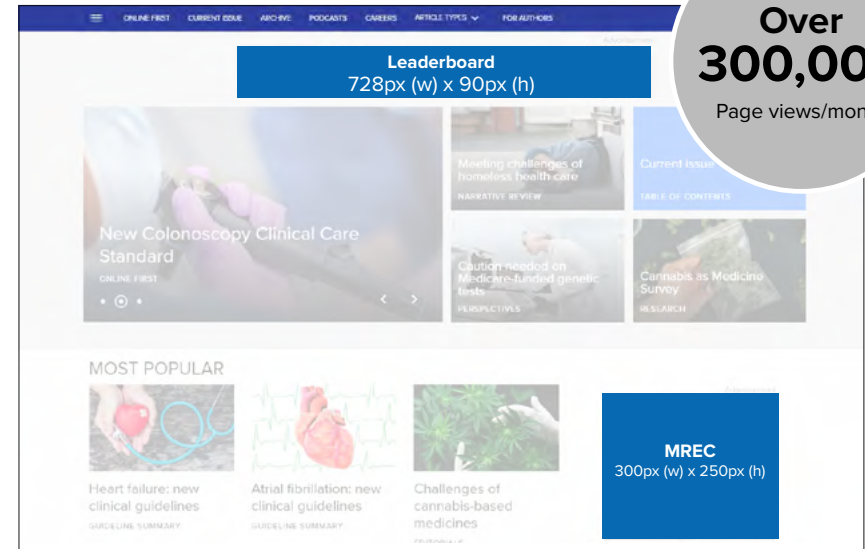
InSight+ provides medical practitioners and health care professionals with accurate, balanced news reporting and **expert commentary** on important health and medical issues.

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

## Deadlines

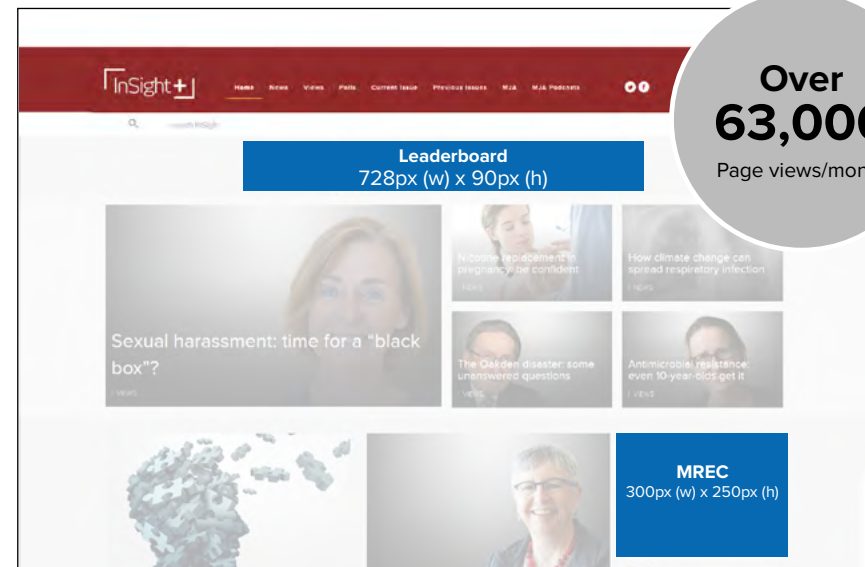
1. Online media is booked for a period of minimum 1 month.
2. Standard display/media material to be shared 10 business days prior to live date (20th of the previous month).

Over **300,000** Page views/month



\* Stats up to Oct 2018

Over **63,000** Page views/month



\* Stats up to Oct 2018

## InSight+ Newsletter

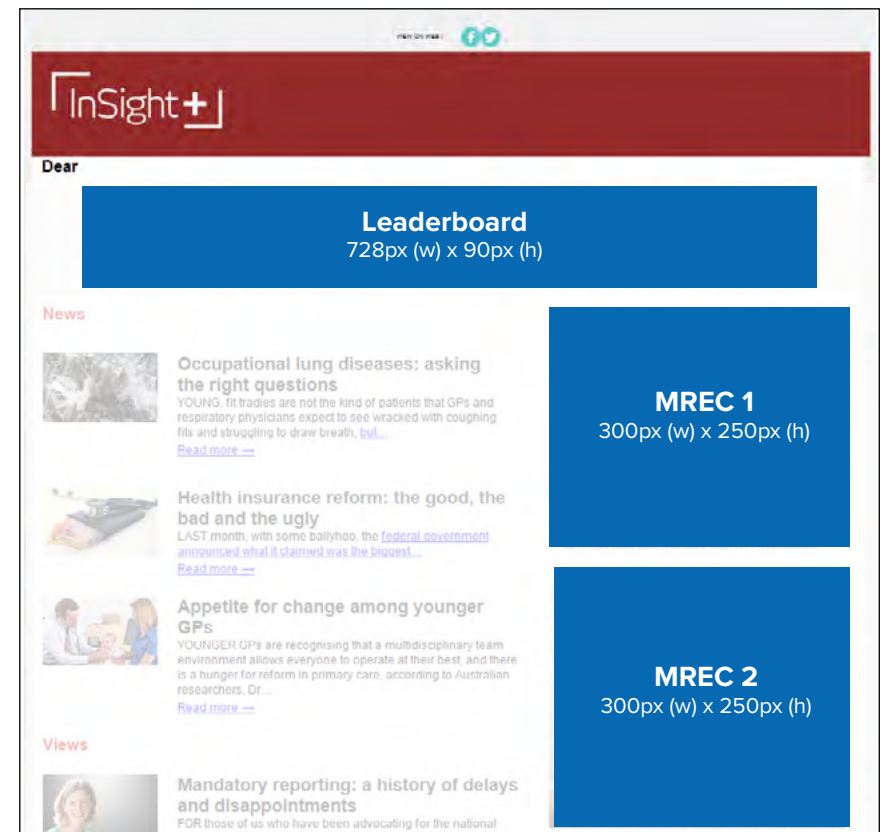
The weekly *InSight+* is Australia's largest circulating medical email newsletter. It delivers a high open rate (average 26%) and the ability to precisely target advertising with profiling provided by AMPCo's database. *InSight+* Newsletter is Medicines Australia code of conduct compliant.

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-Sept-19	4-Sept
21-Jan-19	16-Jan	20-May-19	15-May	16-Sept-19	11-Sept
29-Jan-19	23-Jan	27-May-19	22-May	23-Sept-19	18-Sept
4-Feb-19	30-Jan	3-June-19	29-May	30-Sept-19	26-Sept
11-Feb-19	6-Feb	10-June-19	5-June	7-Oct-19	2-Oct
18-Feb-19	13-Feb	17-June-19	12-June	14-Oct-19	9-Oct
25-Feb-19	20-Feb	24-June-19	19-June	21-Oct-19	16-Oct
4-Mar-19	27-Feb	1-July-19	26-June	28-Oct-19	23-Oct
11-Mar-19	6-Mar	8-July-19	3-July	4-Nov-19	30-Oct
18-Mar-19	13-Mar	15-July-19	10-July	11-Nov-19	6-Nov
25-Mar-19	20-Mar	22-July-19	17-July	18-Nov-19	13-Nov
1-Apr-19	28-Mar	29-July-19	24-July	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-Sept-19	28-Aug		

\*By 12 noon of the deadline day



Subscribers\* 40,635

\* As of Oct 2018

## MJA Jobs Newsletter

MJA Jobs e-newsletter is sent every fortnight to over 33,000 subscribers. With higher open rates (average 24%) than the industry average, our advertisers can precisely target doctors and health care professionals to suit their product needs.

### Issue dates and deadlines 2019

Issue date	Booking and material deadline*	Issue date	Booking and material deadline*
23-Jan-19	18-Jan	28-Aug-19	23-Aug
30-Jan-19	25-Jan	11-Sept-19	6-Sept
13-Feb-19	8-Feb	25-Sept-19	20-Sept
27-Feb-19	22-Feb	9-Oct-19	4-Oct
13-Mar-19	8-Mar	23-Oct-19	18-Oct
27-Mar-19	22-Mar	6-Nov-19	1-Nov
10-Apr-19	5-Apr	20-Nov-19	15-Nov
24-Apr-19	19-Apr	4-Dec-19	29-Nov
15-May-19	10-May	18-Dec-19	13-Dec
29-May-19	24-May		
12-June-19	7-June		
26-June-19	21-June		
10-July-19	5-July		
24-July-19	19-July		
14-Aug-19	9-Aug		

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	\$3,185	\$3,010	\$2,570
Medium rectangle	RHS 1, 2, 3	300 x 250	\$4,250	\$4,075	\$3,720
Half page	RHS 1, 2, 3	300 x 600	\$5,230	\$4,985	\$4,340



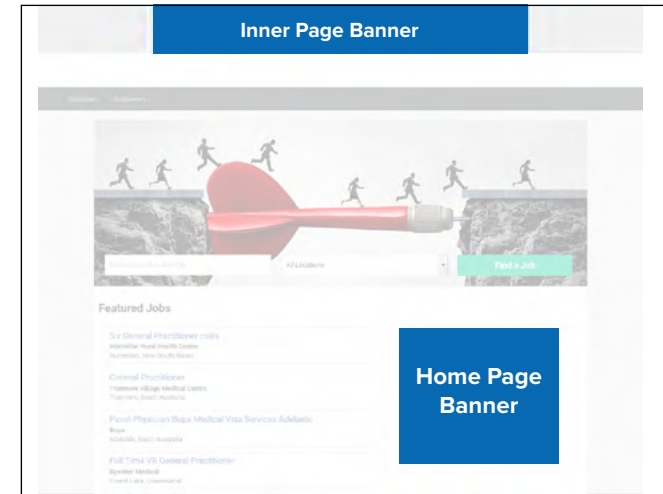
Subscribers\* 33,242

\* As of May 2019

## Digital rates – Jobs

**Jobs** 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
<b>Online posting type</b>		
Basic	\$305	Online - 30 days
Enhanced	\$360	Online - 30 days; highlighted position on Jobs
Premium	\$446	Online - 30 days; highlighted position on Jobs; targeted email
<b>Upgrades from basic ad offered at time of posting (or after posting has been made)</b>		
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
<b>Multiple Online Posting Packs</b>		
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
<b>Banner ads - build your employer brand</b>		
30 day inner page banner sponsorship	\$709	Display & rotate your 728x90 ad on the 10 most popular pages inside the Jobs for 30 days
30 day home page banner sponsorship	\$1,287	250x250 banner on the Jobs Resource Centre homepage for 30 days
<i>Contact us for long-term homepage banner sponsorship options to <a href="mailto:sales@ampco.com.au">sales@ampco.com.au</a> or visit <a href="http://jobs.mja.com.au">jobs.mja.com.au</a></i>		



### 50% discount for AMA Members

(For digital jobs advertising only; excludes advertising bundles or any other offers)

### 10% advertising agency discount

(not applicable when using any other discount offer)

Since MJA Jobs can also be accessed by non-doctors, we are unable to accept prescription drug advertising.

## Bundling online and print classifieds

Use a combination of platforms to target hard to reach clinicians and quickly fill positions using a combination of MJA and selected newsletters.

Please contact us at [sales@ampco.com.au](mailto:sales@ampco.com.au) for more information including prices for bundling print and online



## 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.

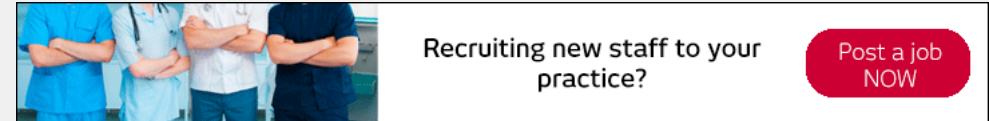
For more information email: [advertising@mja.com.au](mailto:advertising@mja.com.au)

### 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.
- The *MJA*, at its sole discretion, reserves the right to refuse to publish any advertisement given for the *MJA*, *MJA Jobs* and *InSight+*. The refusal of advertisements will not be charged.

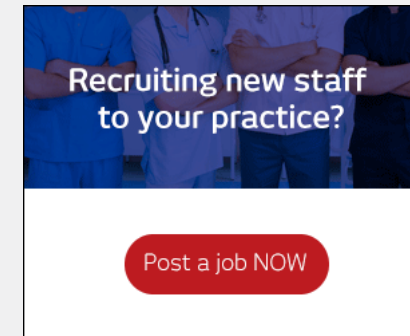
### Leaderboard

728px (w) x 90px (h)



### MREC

300px (w) x 250px (h)



### Half page

300px (w) x 600px (h)



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MJA  
The Medical Journal of Australia

InSight+

DIGITAL  
MEDIA KIT  
2019

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