

AMPCo MEDIA KIT 2018

AMPCo will take care of your multichannel advertising, marketing and sales solutions

Reaching more health care professionals than anyone else in Australia, **AMPCo's** digital and print products are delivered using its rich database, which provides integrated multiplatform marketing. We can directly target over 77,000 doctors, 16,600 practices and more than 7,500 health care facilities.

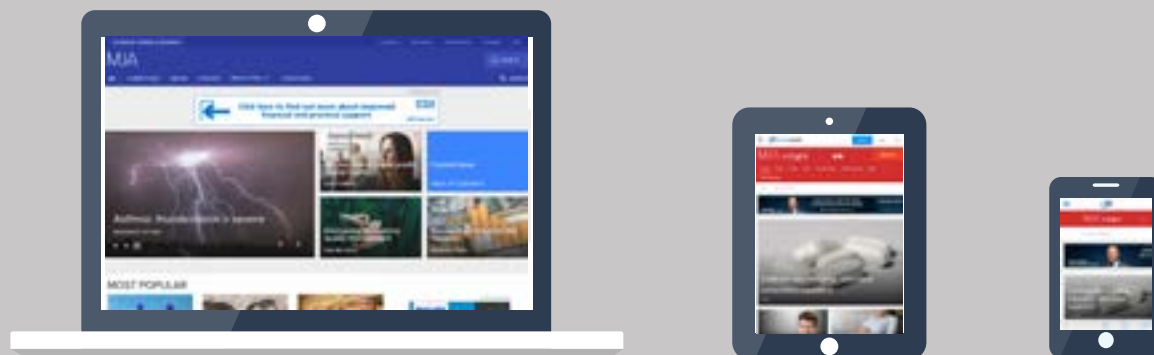
Enabling better health care outcomes through trusted content and services

Using the combination of technology, best practice and the most up-to-date, permissioned and comprehensive database available, **AMPCo's** publications, websites and newsletters deliver leading-edge health care information and resources to the medical sector.

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AMPCo SALES

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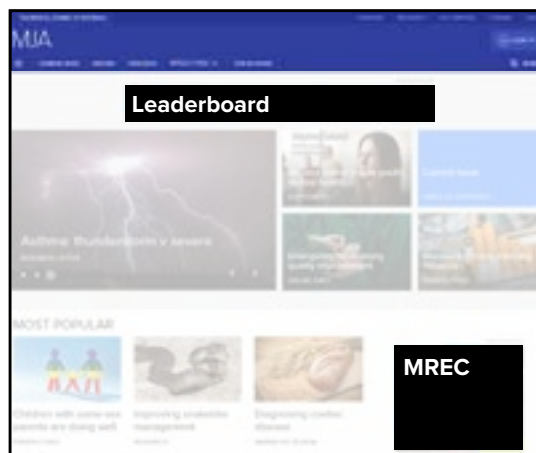
Digital rates – websites

MJA website

mja.com.au is Australia's most popular general medical website reaching an influential audience of general practitioners and specialists.

Page views/month average*	348,159
Sessions/month average*	213,359

* Stats up to Oct 2017



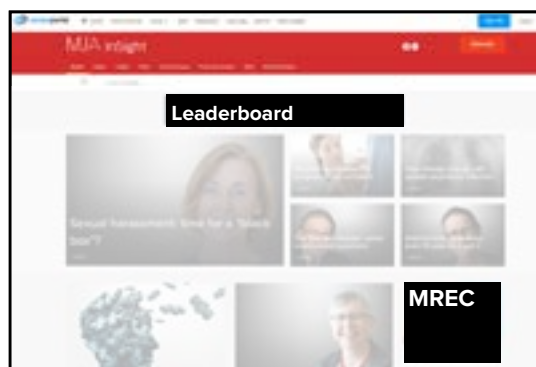
Size/Shape	Position	W x H (pixels)	MJA website		
			Monthly impressions 100,000 (ex GST)	Monthly 50% SOV (ex GST)	Monthly 25% SOV (ex GST)
Leaderboard	Top	728 x 90	\$3,900	\$6,000	\$3,600
Medium rectangle	RHS 1, 2, 3	300 x 250	\$4,600	\$7,000	\$4,200
Half page	RHS 1, 2, 3	300 x 600	\$6,900	\$10,600	\$6,400
3:1 rectangle	RHS 1, 2, 3	300 x 100	\$2,300	\$3,600	\$2,200
Wide skyscraper	RHS 1, 2, 3	160 x 600	\$5,400	\$8,200	\$4,800
Tower	RHS 1, 2, 3	125 x 300	\$3,800	\$4,600	\$2,800

InSight website

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

Page views/month average*	57,785
Session/month average*	39,303

* Stats up to Oct 2017



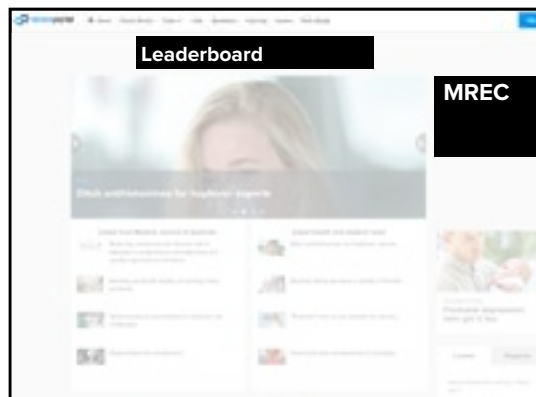
Size/Shape	Position	W x H (pixels)	InSight website	
			Monthly 100% SOV (ex GST)	Monthly 50% SOV (ex GST)
Leaderboard	Top	728 x 90	\$2,500	\$1,500
Medium rectangle	RHS 1, 2, 3	300 x 250	\$2,800	\$1,600
Half page	RHS 1, 2, 3	300 x 600	\$6,800	\$3,800
3:1 rectangle	RHS 1, 2, 3	300 x 100	\$3,000	\$1,700

doctorportal website

This portal is an integrated platform featuring content, product and services for medical professionals all in one place. Australian registered medical practitioners are authenticated to access resources such as Learning & CPD, medical tools, curated clinical news, practice advice and support.

Page views/month average*	29,699
Session/month average*	18,315

* Stats up to Oct 2017



Size/Shape	Position	W x H (pixels)	doctorportal website	
			Monthly 100% SOV (ex GST)	Monthly 50% SOV (ex GST)
Leaderboard	Top	728 x 90	\$1,400	\$700
Medium rectangle	RHS 1 Top	300 x 250	\$1,400	\$600
Medium rectangle	RHS 2 Low	300 x 250	\$800	\$500

Digital rates – eNewsletters

InSight eNewsletter

The weekly MJA 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.

MJA InSight eNewsletter is Medicines Australia compliant.

Subscribers*	42,452
Verified doctors*	30,848

* As of Nov 2017



Size/Shape	Position	W x H (pixels)	InSight eNewsletter		
			Rate per issue (x1) (ex GST)	Rate per issue (x3) (ex GST)	Rate per issue (x6) (ex GST)
Leaderboard	Top	728 x 90	\$3,600	\$3,400	\$2,900
Medium rectangle	RHS 1, 2, 3	300 x 250	\$4,800	\$4,600	\$4,200
Half page	RHS 1, 2, 3	300 x 600	\$6,500	\$6,200	\$5,400

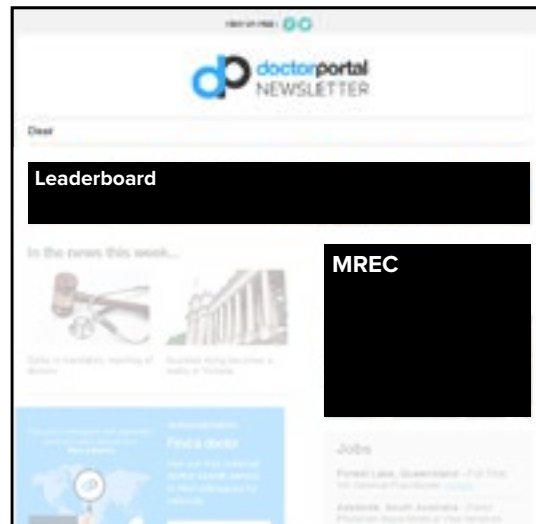
doctorportal eNewsletter

dp newsletter is an engaging email publication sent every Thursday. Its lively mix of news and views is designed to give GPs and specialists alike a quick fix on what is happening in the world of medicine and why. Newsletter open rates of 25-30% ensure your ad will be seen by doctors.

doctorportal eNewsletter is Medicines Australia compliant.

Subscribers*	35,988
Verified doctors*	34,481

* As of Nov 2017



Size/Shape	Position	W x H (pixels)	doctorportal eNewsletter		
			Rate per issue (x1) (ex GST)	Rate per issue (x3) (ex GST)	Rate per issue (x6) (ex GST)
Leaderboard	Top	728 x 90	\$3,600	\$3,400	\$2,900
Medium rectangle	RHS 1, 2	300 x 250	\$4,800	\$4,600	\$4,200
Half page	RHS 1, 2	300 x 600	\$6,200	\$5,900	\$5,100

Digital rates – Jobs board

doctorportal 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	\$290	Online - 30 days
Enhanced	\$345	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 doctorportal 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 https://jobs.doctorportal.com.au		

50% discount for AMA Members (For digital jobs board advertising only; excludes advertising bundles)

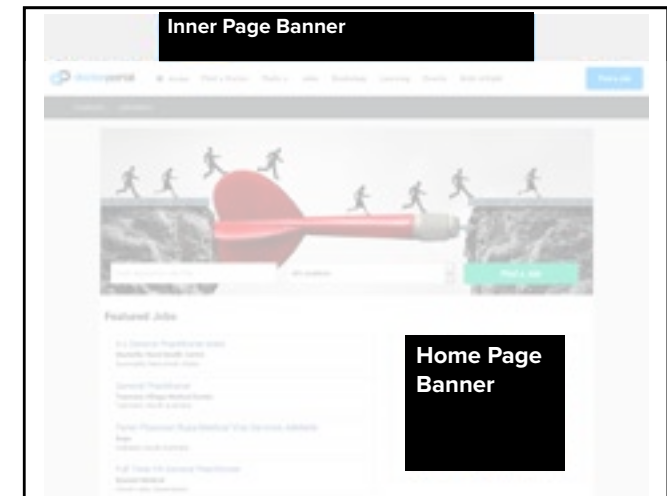
10% advertising agency discount (not applicable to advertising on AMA member discount)

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

Online and print bundles

Use a combination of *MJA* and doctorportal to reach hard to fill or senior positions. Combinations available include *MJA* Print, *MJA* InSight, doctorportal Jobs Board and doctorportal eNewsletter.

For online and print bundles or online and eNewsletter bundles please contact us at sales@ampco.com.au



InSight eNewsletter

Issue dates and deadlines 2018

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

* By 12 noon of the deadline day

doctorportal eNewsletter

Issue dates and deadlines 2018

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

* By 12 noon of the deadline day

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)



MREC >
300px (w) x 250px (h)



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