

## Online Advertising Opportunities

# Outstanding online advertising opportunities at [medicinetoday.com.au](http://medicinetoday.com.au)

medicinetoday.com.au is designed to entice doctors and student doctors to explore the archive and discover the depth and breadth of peer reviewed clinical material available to them.

Make sure your online strategy includes space on Australia's fastest growing online clinical resource for today's doctors and the doctors of tomorrow.

At medicinetoday.com.au all Australian GPs have access to:

- More than 1600 peer reviewed clinical articles
- More than 50 different medical topics
- More than 100 patient handouts, ready to print
- More than 200 clinical flowcharts
- More than 25 supplements
- The full Dermatology Quiz archive
- The archive of clinical articles back to 2000
- The full content from sister titles *Cardiology Today*, *Endocrinology Today*, *Pain Management Today* and *Respiratory Medicine Today*.

## Advertising Size Options

### Masthead Positions

Leaderboard 728W x 90H pixels

### Display Positions

Half Page 300W x 600H pixels

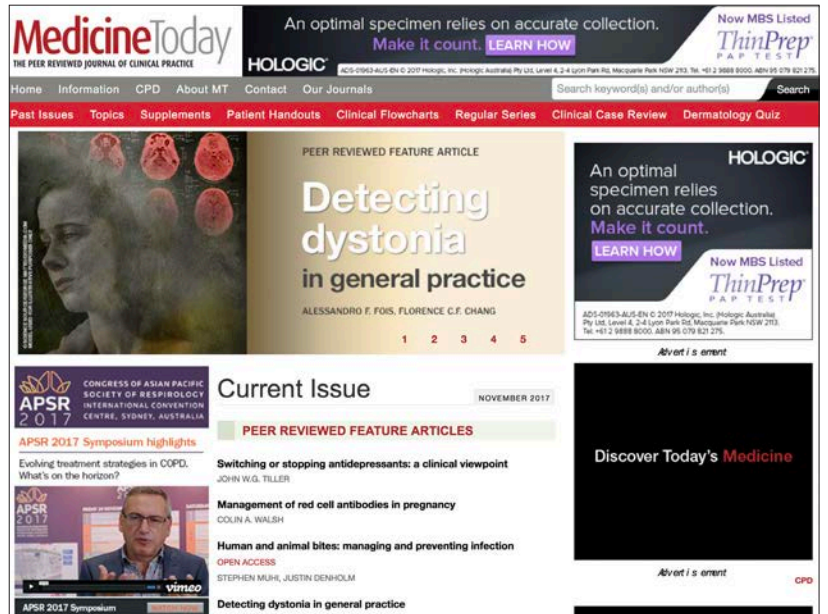
Medium Rectangle 300W x 250H pixels

### Specifications

- Accepted formats are: JPG, GIF, animated GIF\*
  - Colour must be RGB. Resolution is 72dpi
  - Animation and looping is permitted
  - Maximum file size is 100KB
  - Please supply click-through URL instructions with order
- \*We strongly advise against swf files as flash is now blocked by most browsers.

Choose from full exposure (ROS) or qualified medical audience only.

All web advertising is rotated with a 20% share of voice.



## Monthly site statistics\*

Sessions:	33,033
Users:	26,226
Pageviews:	65,444
Pages / Session:	1.98
Avg. Session Duration:	1 min 43 sec

\*Google Analytics Sept 2017 qtr av.

Medicine Today in its print form has always been AMAA audited. medicinetoday.com.au is also AMAA audited.

Online Advertising Prices 2018	
Ad Size	Monthly Sponsorship
Leaderboard	\$2780 excl. GST
Half page	\$3080 excl. GST
Medium rectangle	\$2150 excl. GST

10% loading for concurrent positions, i.e. medium rectangle and leaderboard ads are served at same time on a page.

Prices include 10% agency commission and exclude GST.

## Online Advertising Opportunities continued

### e-newsletter advertising

Advertising space is available on *Medicine Today's* regular email communications.

More than 15,435 registered users have opted in to receive email communications from *Medicine Today*, with average open rates of 20 to 25%.

M-rec space is available for sponsorship on our regular electronic Tables of Contents (eTOC) for *Medicine Today* and its sister publications, *Dermatology Quizzes* and various *Health Day alerts\**.

\*Please contact Prue Anderson or Therese Dahlström for further information.



### e-Newsletter Sponsorship Pricing 2018

	M-rec / Half page		Frequency	Material Due	Spaces Available
Medicine Today eTOC	\$1290	\$2580	Every month	1st of relevant month	3 M-recs
Endocrinology Today eTOC	\$1460	\$2920	Feb, May, Aug & Nov	1st of relevant month	2 M-recs
Pain Management Today eTOC	\$1460	\$2920	Mar & July	1st of relevant month	2 M-recs
Cardiology Today eTOC	\$1460	\$2920	Apr & Oct	1st of relevant month	2 M-recs
Respiratory Medicine Today eTOC	\$1460	\$2920	May & Sep	1st of relevant month	2 M-recs
Dermatology Collection eTOC	\$1460	\$2920	June & Dec	1st of relevant month	2 M-recs
Dermatology Quiz	\$1290	\$2580	1-2 per month	3 days prior	1 M-rec
Misc. Health Day alert	\$1460	\$2920	Ad hoc basis	3 days prior	2 M-recs

Prices include 10% agency commission and exclude GST.

### Advertising Specifications

Medium Rectangle (M-rec): 300W x 250H pixels

- Accepted formats are: JPG, GIF, animated GIF (cannot accept SWF)
- Colour must be RGB. Resolution is 72dpi
- Animation and looping is permitted
- Maximum file size is 100KB
- Please supply click-through URL instructions with order

### Booking and delivery of material:

Prue Anderson, Group Sales & Marketing Manager  
 Therese Dahlström, Sales & Marketing Co-ordinator  
 Medicine Today Pty Ltd ACN 089 519 264  
 2/36 Bydown Street, Neutral Bay NSW 2089  
 PO Box 1473, Neutral Bay, NSW 2089  
 Telephone: 02 9908 8577  
 prueanderson@medicinetoday.com.au  
 theresedahstrom@medicinetoday.com.au