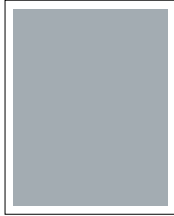


Artwork Specifications

(Measurements in millimeters height x width. Please allow for a 5mm bleed.)

Full Page

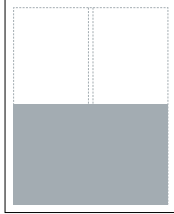
Image Area 264h x 185w
Trim 297h x 210w
Bleed 307h x 220w



1/2 Page

(horizontal)

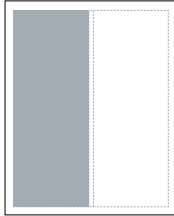
131h x 182w



1/2 Page

(vertical)

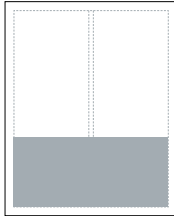
264h x 90w



1/3 Page

(horizontal only)

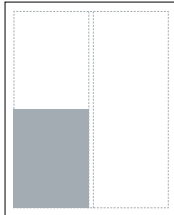
87h x 182w



1/4 Page

(block)

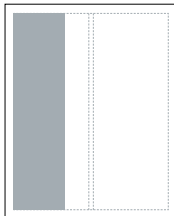
120h x 89w



1/3 Page

(column strip)

264h x 60w



AMA^{NSW}

ADVERTISE IN

THE^{NSW} **doctor**

THE OFFICIAL PUBLICATION OF THE AUSTRALIAN MEDICAL ASSOCIATION (NSW)

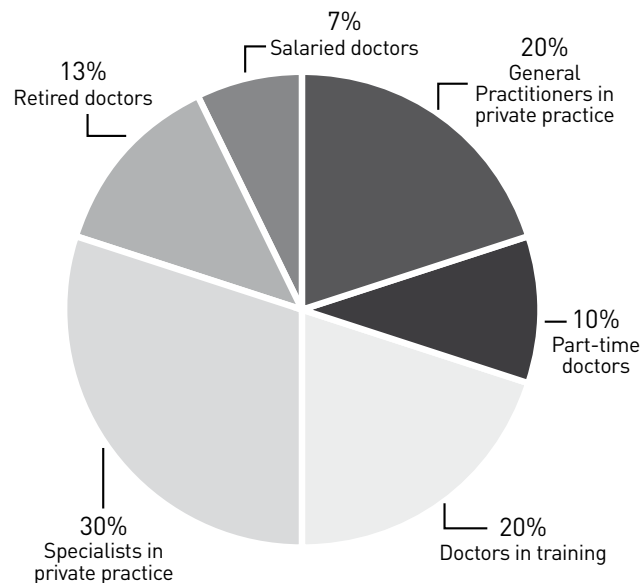
Rates & Deadlines

Terms and Conditions

The NSW Doctor

The NSW Doctor is the official publication of the Australian Medical Association (NSW) and winner of the Best State Publication award at the 2009 AMA national awards. Advertisements placed in *The NSW Doctor* reach more than 8,000 AMA members including GPs, specialists, salaried and part-time doctors. The publication is AMA (NSW)'s primary communication channel with members throughout the state and offers news on current medico-political issues, legal and industrial articles, practice management advice and information on membership benefits. Subscribers and selected news media also receive the publication monthly.

The NSW Doctor Readership Profile



Distribution

The NSW Doctor is published every month except January and mailed at the beginning of the month. Around 1,200 medical student members receive *The NSW Doctor* three times annually. In 2010 the September issue will be sent to every medical practitioner in the state regardless of AMA membership status, i.e. around 25,000 doctors.

	Casual	X3	X6	X11
Full page	\$2700	\$2500	\$2300	\$2100
Half page	\$1700	\$1600	\$1500	\$1400
Third page	\$1100	\$1050	\$1000	\$950
Quarter page	\$900	\$850	\$800	\$750
2 page insert	\$2900	\$2700	\$2500	\$2300
4 page insert	\$3300	\$3100	\$2900	\$2700

Not including GST

Classified Advertisements

\$50 per line, plus GST, up to a maximum of three lines. AMA members are entitled to five free classified advertisements per annum.

Preferred Positions

20% loading for preferred position
20% loading for the September (non-member) issue
30% loading for both of the above

Payment and material deadlines are the 7th of the month prior, with the exception of advertising agencies which have 30 days for payment. Cancellations will not be accepted and refunds will not be made after the 7th of the month. AMA (NSW) reserves the right not to accept a proposed advertisement. Payments will not be processed until editorial approval has been granted. If an advertiser fails to provide new material by the deadline, previously provided advertising material will be repeated.

Advertising Deadlines

Booking deadline:

2nd day of the month prior to publication date.

Material deadline:

7th day of the month prior to publication date.

Inserts to mailing house:

20th day of the month prior to publication date.

Material Requirements

Please supply only high resolution PDF's and check that all images have been converted to CMYK and are 300dpi. Advertisements can be specifically designed at a rate of \$100 per hour plus GST.

All enquires to Narelle Cameron

Narelle@amansw.com.au

AMA NSW
THE VOICE OF THE PROFESSION