

the medical link

THE OFFICIAL JOURNAL OF THE GOLD COAST MEDICAL ASSOCIATION INC

RATES AND SPECIFICATIONS



ADVERTISING RATES

(Prices subject to GST.)

Ad size	One issue	3 issues or more*
Full page	\$810	\$720
Half page	\$525	\$455
Quarter page	\$350	\$305
Strip advert	\$350	\$305
Eighth page (business card size)	\$210	\$190

Inserts

Insert under 20 grams	\$230	(1000 pre-printed inserts to be delivered to The Medical Link office prior to required publication)
Insert over 20 grams	\$460	

* Total Discount will apply to the third consecutive issue.

ADVERTISING SIZES

Ad type	Size
Full page (+ 3mm bleed)	w 210mm x h 297mm
Half page horizontal	w 185mm x h 126mm
Half page vertical	w 90mm x h 257mm
Quarter page	w 90mm x h 126mm
Strip advert	w 185mm x h 60mm
Eighth page (business card size)	w 90mm x h 60mm

SUPPLIED PRINT READY ARTWORK

Advertisements may be emailed or supplied electronically on CD. All ads supplied must be high resolution PDF's (CMYK, 300dpi) with all fonts converted to outline. All files requiring conversion to these specifications will incur the listed artwork charge. The magazine's finished size is A4 (297mm x 210mm) and printed full colour throughout.

WHERE TO SEND YOUR ADVERTISING MATERIAL

The Medical Link, PO Box 5170, Gold Coast Mail Centre, Qld 9726 Ph: 5575 7054 Fax: 5575 7551 info@gcma.org.au

Please complete section below to make your booking.

Company _____ Contact _____

Address _____

Phone _____ Fax _____ Mobile _____

Email _____ Website _____

Ad size _____ Issues required 1 2 3

ADVERTISEMENTS

DESIGNED AT LOW COST

Medical Link's in-house art department can design an advert to your specifications to appear in the publication. Costs are indicated below which includes up to two sets of changes before approval prior to printing. A high resolution pdf is supplied to you which can be used for other advertising.

Full page \$160 Quarter page \$80

Half page \$120 Eighth page \$40

Any text supplied for advertising or editorial must be supplied as a 'Microsoft Word' document or included in the body of an email. All logos or images to be high resolution jpegs or eps formats.

* Editorial policy available on request.