



# Advertise

in the AWGPN News

## Rate Card

### Newsletter Details

#### Quarterly ► Publication

An informative quality colour magazine publication full of current and relevant information, services, programs and events for General Practitioners, Practice Nurses and Practice Staff within the Adelaide Western metropolitan region. Includes TQEH Specialist waiting times.

#### Publication ► Dates

**Issue 1 | Autumn (March/April/May)**    **Issue 2 | Winter (June/July/Aug)**  
**Issue 3 | Spring (Sept/Oct/Nov)**        **Issue 4 | Summer (Dec/Jan/Feb)**

#### Distribution ►

Over 450 copies are printed and distributed to all AWGPN GP members and Practices, TQEH Depts and many other health related organisations in Adelaide's Western region as well as appearing on the Home Page of our website.

#### Material ► Deadline

Due dates for all material are due on the 3rd day month prior to publication date ie approx 4 weeks prior distribution week. Due dates are as follows:

**Issue 1: 3 Feb | Issue 2: 3 May | Issue 3: 3 Aug | Issue 4: 3 Nov**

See below for more details about the production and material specs. All material to be emailed to: [jhaseldine@awgpn.org.au](mailto:jhaseldine@awgpn.org.au)

Ad Sizes	1 Issue	2+ Issues (per issue)	Ad Dimensions mm
Full Page	\$550	\$450	265H x 175mmW (Type area)+bleed*
Full Page <i>(inside front cover-preferred position rate)</i>	\$750	\$600	265H x 175mmW (Type area)+bleed*
Half Page	\$300	\$250	130 H x 190 mm W (Type area)+bleed*
Quarter Page	\$175	\$150	130 H x 90 mm W
Separate Inserts - <i>To be supplied by customer</i>	\$150	\$125	Up to A4 size

### Alternative Marketing Options

Website	See separate rate card	-
Fax-Stream to all Practices	Subject to CEO approval	\$75
Set of Mailing Labels to all GP members	Subject to CEO approval	\$200

\*FULL PAGE BLEED ADS AVAILABLE - TRIM size = 297x210mm + 5mm all round for BLEED = 307x220mm ◀

\*HALF PAGE BLEED ADS AVAILABLE - TRIM size = 148.5x210mm + 5mm all round for BLEED = 158.5x220mm ◀

Complete material supplied CMYK full colour, 300 dpi PDF format to above sizes ◀

OR we can typeset and design your ad free of charge - supply text as word doc or email + JPEG images/logos ◀

Publication is a quality glossy full colour A4 magazine style with approx 40+ pages ◀

Distributed approx first day of issue date ◀

No Charge for AWGPN Members ◀

No Charge for Not-For-Profit Organisations on case by case basis / \$75 for insert fee ◀

40% Discount applies for all Associate Members ◀

All Prices exclude GST ◀

AWGPN reserves the right to modify the rates at any time | Rate card at April 2010 ◀

**CONTACT | JACQUELINE HASELDINE**

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