



the practice manager

Advertising Rates 2017-2018



Advertisers in *The Practice Manager* have their message seen by the most influential decision makers in the healthcare sector.

Standard Advertising Fees							
Position	Casual 2,000	2 editions (cost per edition)	saving on 2 editions	3 editions (cost per edition)	saving on 3 editions	4 editions (cost per edition)	saving on 4 editions
Full page colour	\$2,122	\$2,058	\$128	\$1,995	\$381	\$1,932	\$760
Full page mono	\$1,577	\$1,529	\$96	\$1,482	\$285	\$1,434	\$572
Half page colour	\$1,223	\$1,188	\$70	\$1,150	\$219	\$1,113	\$440
Half page mono	\$1,058	\$1,027	\$62	\$994	\$192	\$964	\$376
Quarter page colour	\$711	\$690	\$42	\$668	\$129	\$647	\$256
Quarter page mono	\$617	\$599	\$36	\$580	\$111	\$562	\$220

Special Position * (Back, inside back, inside front) Special Positions are only available to AAPM National Partners

EDITIONS AND DEADLINES

Edition	Booking Deadline	Copy Deadline
March	15 January	22 January
June	16 April	23 April
September	17 July	24 July
December	16 October	23 October

PUBLICATION AND PRINTING REQUIREMENTS

PDF artwork is the preferred format for advertisements. Files must be set up as CMYK and have CMYK or grayscale images with high resolution (at least 300 dpi), fonts embedded, and crop marks.

To achieve the best possible reproduction of full page advertisements or advertisements with bleeds, please leave a margin of 5 mm from all outside edges for elements and typesetting.

- Quarter page - 90mm (w) x 140mm (h) no bleeds
- Half page (horizontal format) - 200mm (w) x 140mm (h) no bleeds
- Half page (vertical format) - 95mm (w) x 285mm (h) no bleeds
- Full page and back cover - 210mm (w) x 297mm (h) + 5mm bleeds

CIRCULATION AND READERSHIP

The Practice Manager is the national journal of the Australian Association of Practice Management.

The Practice Manager reaches over 2,000 practice managers around Australia, as well as their practice principals and staff. These people are the decision-makers on the management and administration side of practices including general practices, dental practices, specialist practices, and allied health practices.