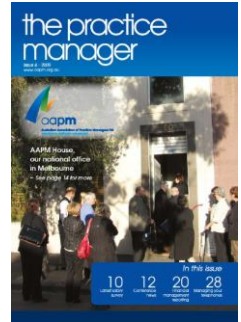


the practice manager

advertising rates 2012



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

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	\$1925	\$1867	\$116	\$1810	\$347	\$1752	\$693
Full page mono	\$1430	\$1387	\$86	\$1344	\$257	\$1301	\$515
Half page colour	\$1110	\$1077	\$67	\$1043	\$200	\$1010	\$400
Half page mono	\$960	\$931	\$58	\$902	\$173	\$874	\$346
Quarter page colour	\$645	\$626	\$39	\$606	\$116	\$587	\$232
Quarter page mono	\$560	\$543	\$34	\$526	\$101	\$510	\$202
Special position* (back, inside back, inside front) + full page colour	\$175	\$175		\$175		\$175	

* Special position includes inserts. \$175 is the additional cost (in addition to cost of full page colour) for one A4 page 100 gsm. Over 100 gsm, price on application. Rates include GST.

EDITIONS AND DEADLINES

Edition	Booking deadline	Material deadline
March	15 January	20 January
June	15 April	20 April
September	15 July	20 July
December	15 October	20 October

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 Managers.

The *Practice Manager* reaches over 2,000 practices 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.

Some state branches also have their own newsletter. If you wish to advertise in those newsletters, please contact the state directly.

TAX INVOICE

ABN 91 010 067 615

I wish to pay by:

- Cheque – payable to AAPM Ltd
- EFT: BSB 063-114 Account 1011 9934 (Reference: JADV & company name)
- Mastercard
- Visa

Australian Association of Practice Managers
 Level 1, 60 Lothian Street
 North Melbourne, Vic 3051
 Ph: 1800 196 000
 Fax: 03 9329 2524
 Email: headoffice@aapm.org.au
 Web: www.aapm.org.au

Number: _____

Expiry date _____ / _____

Name: _____

Amount: \$ _____

Signature _____

Invoice Date: _____

Please return to AAPM Ltd, Level 1, 60 Lothian Street, North Melbourne Vic 3051 or Fax: (03) 9329 2524