

# The Practice Manager Journal

## Advertising Rates 2024

The Practice Manager Journal is a digital publication that is the national journal of the Australian Association of Practice Management. With a broad circulation to Practice Managers throughout Australia, including practice principals and other staff members, this journal is a vital resource among our members.

As the key decision-makers in management and administration for general, dental, specialist and allied health practices, Practice Managers rely on The Practice Manager Journal for valuable insights into the healthcare sector. Consequently, advertisers in the journal benefit from the opportunity to showcase their messages to the most influential decision-makers in the healthcare sector.

### Advertising rates

Position	Fee (ex GST)	Position	Fee (ex GST)
Full page (colour)	\$2,200.00	Full page (mono)	\$1,700.00
Half page (colour)	\$1,300.00	Half page (mono)	\$1,100.00

Note: Advertisements on the back page, inside back page and inside front page are reserved for AAPM National Partners.

### Editions and deadlines

Edition	Booking deadline	Copy deadline
March	Friday 26 January 2024	Friday 02 February 2024
June	Friday 26 April 2024	Friday 03 May 2024
September	Friday 26 July 2024	Friday 02 August 2024
December	Friday 25 October 2024	Friday 01 November 2024

### Publication and printing requirements

Advertisements need to be provided as high resolution, finished artwork files with high resolution (minimum 300 dpi) PDF or image. To achieve the best possible production of full-page advertisements, please leave a margin of 5 mm from all outside edges for elements and typesetting.

- Half page (horizontal format): 200mm (w) x 140mm (h)
- Half page (vertical format): 95mm (w) x 285mm (h)
- Full page and back cover: 210mm (w) x 297mm (h)

# Advertising order form

Booking contact name		
Business name		
ABN/ACN		
Address		
Phone contact		
Email contact		
Edition	<input type="checkbox"/> March 2024	<input type="checkbox"/> June 2024
	<input type="checkbox"/> April 2024	<input type="checkbox"/> September 2024
Position	<input type="checkbox"/> Full page colour	<input type="checkbox"/> Full page mono
	<input type="checkbox"/> Half page colour	<input type="checkbox"/> Half page mono
Total fee (ex GST)	\$	

By agreeing to engage us for advertising services within any of our publications, including online content, or by placing an order with us you agree to be bound by these terms and conditions.

Authorised representative signature:

Representative name: Date:

## Advertising terms and conditions

References to 'us' 'we' 'our' or 'AAPM' in this agreement means the Australian Association of Practice Management. Our contact details are:

**Address:** AAPM National Office  
Suite 209, Level 2, 517 Flinders Lane, Melbourne Victoria 3000

**Phone:** 1800 196 000

**Fax:** 03 9329 2524

**Email:** nationaloffice@aapm.org.au

References to 'you' or 'yours' means the person or entity ordering our advertising services.

By agreeing to engage us for advertising services within any of our publications, including online content, or by placing an order with us you agree to be bound by these terms and conditions.

### 1. Definitions

In this agreement:

- **Advertising material** means all advertising, marketing or other material created by us at your request or supplied by you (including graphics, URLs, or text) for publication by us in one of our publications or on our website or other platform and includes all items we require to enable us to provide the advertising services requested.
- **Advertising services** means the non-exclusive services provided by us to you under this agreement including displaying your advertising material in the agreed manner.
- **Order** means an order which identifies you and sets out the advertising services requested by you.
- **Publication closing date** means the last date on which we are scheduled to accept any advertising material, as specified in the order.

### 2. Request for advertising services

- You may request advertising services from us by completing an order, however no contract is formed between us until we accept your advertising request in writing or issue you with a tax invoice for the requested advertising services.
- We reserve all rights to control our publications. We may, at our discretion, refuse to publish any advertisement without giving reasons.
- Even if a contract has been formed between us, we reserve the right to refuse or withdraw your advertising from publication at any time without giving reasons, even if we have previously published the same or similar advertisement before, either for you or for any other person or entity.

### **3. Advertising services**

- We will provide, and you agree to use, the advertising services in accordance with this agreement.
- We make no guarantee, warranty or other representation regarding viewer numbers, usage statistics and/or levels of impressions for any advertisement. If we have provided you an estimate of viewers, numbers or usage, this is an estimate only and you agree you have not relied on the estimate as part of your decision to advertise with us.
- We reserve the right to reschedule the publication closing date if required by us.
- We will use our reasonable commercial endeavours to publish the advertising material in the format and in the position agreed with you.
- We reserve the right to amend your advertising material at our discretion if we reasonably believe publication of your advertising material would be offensive, breach any law, breach any pre-existing agreement we have with a third party, or breach the rights of any third party.
- We give no guarantee about the proximity of your advertising in relation to other advertising, including rival products.
- The advertising services ordered by you may not be resold or sublicensed.

### **4. Advertising material**

- In addition to your order, you must submit the advertising material to us at least fourteen (14) working days prior to the copy deadline date.
- Advertising material must comply with any guidelines provided by us (which may be modified from time to time) and with all relevant laws and codes.
- Acceptance of advertisement material (including any embedded URL link) is not an acknowledgment by us that the advertising material complies with any or all relevant laws, regulations or industry codes. You remain solely responsible for the compliance of with all relevant laws.
- The advertising format for display must be clearly identifiable as separate from our publication, website or platform content ('our content'). You will ensure that advertising material is clearly identifiable as advertising material, and does not contain any matter which might mislead, or be confused by members of the public with our content. You agree that we may take steps to clearly distinguish advertising material from our content (such as labelling your advertisement as "advertisement" or "sponsored").
- You must ensure that any advertising of a competition (including a game of skill or lottery promotion) complies with all relevant state and territory legislation, and you have obtained all necessary permits and permissions for the conduct of the competition prior to the publication closing date.
- You must promptly check proofs of advertising (if provided) and notify us immediately of any errors.
- We do not accept responsibility for any errors submitted by you or your agent, including any errors arising from placing advertising, or making edits to advertising over the phone.

## **5. Payment**

- All advertising services are pre-paid, due on the date set out in our invoice.
- If payment has not been received when due, we reserve the right to cancel your order or delay the original publication date until payment has been received.

## **6. Cancellation of advertising services**

- Unless otherwise agreed, you may by written notice, without charge, cancel an order for advertising services at any time up to fourteen (14) days prior to the copy deadline date.
- If you cancel an order for advertising services within fourteen (14) days of the copy deadline date, we will be entitled to full payment as if the advertising services had been performed.
- We may cancel an order or part of an order at any time, without giving you any reasons. If we do this, we will, at our option, either refund the money paid for the cancelled order or part order or reschedule the publication closing date. You agree that our choice to either change the publication closing date or refund you is our sole liability to you in relation to the cancelled order or part order.
- If we cancel your order, this agreement comes to an end and we are under no obligation to publish your advertisement at any time.

## **7. Intellectual property**

- You own the intellectual property in the advertising material, your trademarks, and any other material you provide to us under this agreement.
- You grant us a non-exclusive, non-transferable licence to use, reproduce and communicate the advertising material for the purposes of this agreement.
- You grant us a non-exclusive licence to reproduce, adapt, modify and otherwise use any logos or other design materials provided to us by you for the purposes of us performing the advertising services.

## **8. Warranties**

You warrant to us that:

- You have all applicable licenses and consents necessary to enter into and perform your obligations under this agreement.
- The advertising material complies, and you have complied and will continue to comply with all applicable laws, regulations and advertising codes in performing your obligations under this agreement.
- You are fully authorised to publish the advertising material, and publication will not infringe the rights of any person or entity, including intellectual property rights, privacy, confidentiality or other rights.
- The advertising material does not include content, or a link to any content, that is illegal, obscene, violent, defamatory, pornographic, offensive or discriminatory based on considerations of race, national origin, gender, age, disability, religion, sexual orientation or expression, that facilitates or promotes the unauthorised downloading, uploading, peer-to-

peer sharing or streaming of copyrighted content, or promotes any companies, products or services that are in contravention of applicable Australian law, codes or regulations.

- Your advertising material does not insert any tag, code, cookie, pixel or other data tracking or collection device without our express permission.
- Without our permission, you will not use or redistribute to any third party any information or reports we may supply to you relating to the advertising services.

We warrant that:

- We have the right to supply the advertising services to you.
- We will use reasonable care and skill in providing the advertising services.
- We will comply with all applicable laws and regulations in supplying the advertising services.

We exclude all implied conditions and warranties from this agreement except any conditions or warranties that cannot be excluded by law.

## **9. Indemnity and liability**

- You indemnify and hold us harmless against all claims for damages, losses (including indirect losses), or harm sustained or incurred by us due to any breach by you of your warranties in this agreement or any other breach by you of this agreement or any act or omission by you with respect of your advertising material.
- You agree that we are not liable for any aspect of the advertising material, including any products or services referred to in the advertising material. You are solely responsible for the content of the advertising material and associated products and services, including any ancillary competitions and promotions.
- Our liability to you for any claims under this agreement is, to the extent permitted by law, limited at our discretion to the resupply of the advertising services, or a refund to you of the cost of advertising services supplied.

## **10. General**

- This agreement is governed by the laws of Victoria, Australia.
- A notice must be in writing to the email address of the contact person specified on the order.