



**Illawarra
Division of
General
Practice**

Advertising Guidelines

for the

QUARTERLY

Communicator

Illawarra Division of General Practice
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Background

The Illawarra Division of General Practice (IDGP) supports and represents General Practitioners (GPs) in the three local government areas of Wollongong, Shellharbour and Kiama – approximately 270 GPs.

One of its key strengths lies in the area of networking and working in collaboration with other organisations with a stake in Primary Health Care. As a result, IDGP was awarded the 2005 Prime Minister's National Award for Community Business Partnerships (small business section).

The Division enjoys a high level of credibility with its members and its stakeholders. This booklet facilitates your exposure to an audience that otherwise is often difficult to reach.

We invite you to consider the advantages of promoting your business, be it medical, legal, financial or other health related activity, to a large group of GPs embracing change in an area well known for its excellence and innovation.

About the Quarterly Communicator (QC)

The Quarterly Communicator (QC) is a 12 page publication with a distribution of approximately 500. This includes all Illawarra GPs practicing between Helensburgh and Gerroa and also includes other allied health providers and community groups.

The QC is a professionally designed, full colour publication and as the name suggests will be distributed on a quarterly basis. It comprises of two (2) main sections; a clinical component which supports best practice in clinical care, and a business component which is focussed on improving understanding and implementation of business systems in general practice.

The QC provides the Division with an efficient and effective means of communicating with local GPs. Articles will be targeted towards current trends and information which impacts on GPs, particularly pertinent during this current climate of change and innovation in general practice.

The IDGP has an ongoing commitment to provide a quality service to its members. Past surveys of our members about the newsletter has confirmed that GPs regard it as a valuable source of information.

Results received from GP survey

“Of nearly 50% of our members surveyed, 92.3% of those GPs stated that they were satisfied to very satisfied with the newsletter”

70% reported that they read most or all of GP News

Your purchase of advertising space within this publication is a unique opportunity to reach GPs in the Illawarra area.

ADVERTISING Specifications

Size	Width x Height
Full page.....	186 x 265 mm
Quarter page vertical.....	127 x 88 mm
Quarter page horizontal.....	186 x 62 mm
Third page horizontal.....	186 x 83 mm
Eighth page.....	59 x 83 mm

ADVERTISING Prices (Black/White)

Black/White	Single	x 2 editions	x 3 editions	x 4 editions
Full page	\$400.00	\$390.00	\$380.00	\$360.00
Quarter page	\$125.00	\$120.00	\$100.00	\$90.00
Third page	\$170.00	\$160.00	\$150.00	\$130.00
Eighth page	\$80.00	\$75.00	\$70.00	\$60.00

(all prices include GST)

ADVERTISING Prices (Colour)

Colour	Single	x 2 editions	x 3 editions	x 4 editions
Full page	\$800.00	\$780.00	\$760.00	\$720.00
Quarter page	\$250.00	\$240.00	\$200.00	\$180.00
Third page	\$340.00	\$320.00	\$300.00	\$260.00
Eighth page	\$160.00	\$150.00	\$140.00	\$120.00

(all prices include GST)

ADVERTISING Prices (Other)

Insertion of one pre-copied flyer into the newsletter
\$440.00

Terms and Conditions

How to book an advertisement

Requests to advertise in the Quarterly Communicator must be made in writing on the enclosed booking form and are subject to the approval of the editor.

Advertisers are responsible for ensuring that advertisements comply with Commonwealth and State Laws and any other code provisions applicable to healthcare professionals.

Acceptance of advertising should not be construed as any type of endorsement by the Illawarra Division of General Practice.

Changes to advertisement

Upon approval of your advertisement in the Quarterly Communicator you will be sent a proof copy to approve by a given date and time. If we do not hear from you by the stated time we will assume that the advertisement is accurate and it will be printed as is.

Cancellations of advertisement

Cancellations must be made in writing and received no less than 21 days from day of printing of the newsletter. A cancellation fee of 10% of the cost price will apply. No refund will be made after that day.

Indemnity

It is the responsibility of the advertiser to ensure that advertisements comply with the Trade Practices Act 1974 as amended. All advertisements are accepted for publication on condition that the advertiser indemnifies the Illawarra Division of General Practice against all actions, suits, claims, loss and / or damages resulting from anything published on behalf of the advertiser.

File Formats

In the best interests of reliability and customer service PDF files are preferred. Text that is sent electronically for in-house advertisement makeup must be sent as a plain .txt file or .rtf file. Emailed graphics that are to be included in an in-house advertisement should be sent in JPEG format. In-house created advertisements will be designed to suit advertising format within the newsletter.

It is your responsibility to confirm with the Illawarra Division of General Practice that we have received your file(s), and that it will be processed ready for publishing.

Payment

A tax invoice will be forwarded within 7 days of publication

Enquiries and Bookings Contact

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The IDGP would like to acknowledge the Sutherland Division of General Practice for its assistance with this booklet.

