

2017

Media Kit Advertising Guidelines



medical.wa FORUM

2017 Clinical Services Directory (CSD)

Western Australia's Who's Who for Patient Referrals.

Get Results! - 87% of GPs Refer to the Directory* so keep them informed!

(*Results from the last *Medical Forum* readership survey.)

As a doctor-to-doctor communication, Medical Forum offers considerable freedom for service providers to ethically promote their services to all known medical practitioners in WA.



Keeping doctors informed is an essential professional courtesy. We suggest you include:

- A photo of yourself, as a personal touch, especially for WA graduates.
- A practice logo if you have one.
- Special interests or expertise is important - treatments, procedures or investigations performed.
- Availability for personal phone advice.
- Places of consultation or procedures.

CSD Options

While each listing can be personalised, a style sheet defines limits and the Clinical Services Directory editor has final say.

Listing options include:

- Highlights e.g. bulleted text, line spaces or box outline.
- Photo and / or logo included.
- Coloured background.

Cost Estimates

Please supply text and images to be included. We will then quote. Artwork costs are included for the first draft.

Allow approx \$40 (+GST) per column centimetre.

Artwork supplied by you - this must meet our CSD Artwork Specifications. Please ask for these beforehand.

Alterations: Those requiring a proof, \$20 each.

DISCOUNT: 3 or more editions booked attracts 10% discount.

NB. Rates are quoted in \$AUS and exclude GST. Agency Commission is NOT included in quoted rates.

How to Submit Your Material

Text: Email text to jen@mforum.com.au as WORD document for PC.

Photo/logo: Email a high resolution (300 dpi) JPEG to jen@mforum.com.au.

Deadline

Booking and material deadline for the Clinical Services Directory is the **2nd of the month prior to publication**. Late fees may apply if someone can be accommodated.