

AHHA Media Kit 18-19



The **Australian Healthcare and Hospitals Association (AHHA)** is Australia's leading health peak body advocating for universal and equitable access to high quality healthcare in Australia. With almost 70 years of engagement and experience with the acute, primary and community health sectors, we are a respected and authoritative voice working to ensure better, more integrated healthcare for all Australians.

Advertising with AHHA enables you to reach **senior executives, policy and purchasing decision makers, clinicians and academics** in healthcare organisations across the country. Our publications are well respected and widely read with a readership that skews towards the executive levels of organisations.

In addition to the opportunities outlined in this media kit, AHHA periodically offers the opportunity to reach our membership through sponsorship of and exhibition at our events. AHHA events include topic specific Think Tanks, high level executive meetings and major conferences. For more information on our upcoming program contact the AHHA Engagement Team.

The opportunities described in this media kit are open to both members and non-members of AHHA with all advertising subject to availability and approval by AHHA. **Members** are eligible for a **30% discount** on all quoted prices and custom packages are available on request.

To book a package or for more information contact dholloway@ahha.asn.au or call 02 6162 0780.

AHHA Publications

The Health Advocate is the AHHA's high quality, insightful and entertaining magazine filled with the thoughts and opinions of Australia's leading health managers, academics and clinicians.

The Health Advocate is published 6 times a year and has a print run of 700+ with over 50% of recipients C and E level executives. Advertising is limited to a total of 4 pages plus covers per issue.

The **Australian Health Review** is AHHA peer reviewed journal which is designed to explore major national and international health issues and questions.

The Australian Health Review is published 6 times a year and has a circulation of 700+ with a readership comprised of health executives, academics, health libraries and clinicians.

AHHA Website

The AHHA website is an authoritative source of information on policy positions, health issues and industry research. The website receives ~20,000 unique page views per month.

Promotion opportunities are available through **online advertising**, listing of events in the AHHA **events calendar** and listing of jobs on our online **jobs board**.

Email campaigns

The **Healthcare in Brief** is AHHA's bi-weekly newsletter providing over 4,500 subscribers with the latest health-related news, research and opinion. The newsletter's readership includes health service leaders, academics, politicians, medical practitioners and other health service workers. Healthcare in Brief has on average a 25%+ open rate. Advertising is available via inline banner ads.

The **Monthly Events Roundup** provides an overview of AHHA and other events to over 3,500 subscribers. Readers are actively interested in attending industry events, undertaking training and hearing about advances in health policy and science. Advertising is available via inline banner ads.

AHHA also offers limited opportunities to directly contact its readership with dedicated **eBlast emails**. Communicate your information in a dedicated email to our ~4,500 email subscribers.

The Health Advocate

The Health Advocate is published bi-monthly with booking dates approximately 6 weeks prior to publishing and artwork required 4 weeks in advance. Contact us for specific dates.

Ad Sizes	Cost (inc GST)	Specifications
1/3 Page	\$880	w: 210mm h: 99mm
1/2 Page	\$1,650	w: 210mm h: 148.5mm
Full Page	\$2,750	w: 210mm h: 297mm
Inside Cover	\$3,300	w: 210mm h: 297mm
Back Cover	\$3,850	w: 210mm h: 297mm

Discounts are available for booking ads in multiple consecutive editions.

Inserts can also be included in the magazine. Inserts start at \$3,300 for an A4 full colour 2-sided page. Please contact us to discuss your specific requirements.

Australian Health Review

Advertising in the Australian Health Review is managed by AHHA's publishing partner CSIRO. For details on rates and booking deadlines, please contact Doug Walters, National Advertising Manager CSIRO Publishing on 03 9545 8505 or doug.walters@csiro.au.

Email and online campaigns

Healthcare In Brief column advertisement

Campaign Length	Cost (inc GST)
2 weeks (4 inclusions)	\$660
4 weeks (8 inclusions)	\$990
8 weeks (16 inclusions)	\$1,980

Job Listing

Campaign Type	Cost (inc GST)
Website listing (30 days)	\$99
Website + Healthcare in Brief x 8	\$330

Website button

Campaign Length	Cost (inc GST)
2 weeks (4 inclusions)	\$550
4 weeks (8 inclusions)	\$825
8 weeks (16 inclusions)	\$1,650

Event Listing (AHHA Members and endorsed events only)

Campaign Type	Cost (inc GST)
Online event calendar listing	\$220
Event Calendar + event newsletter	\$385
Event calendar + event newsletter + Healthcare in Brief events notice	\$880

eBlast Emails

Dedicated eBlast emails to the AHHA mailing list are available. Prices start at \$990 but are quoted based on your specific requirements.

Packages

Bronze Package – 2 week campaign
4 x Healthcare In Brief column advertisement
Website button advertisement
\$960 (20% discount on standard pricing)

Silver Package – 4 week campaign
8 x Healthcare In Brief column advertisement
Website button advertisement
½ page advertisement in The Health Advocate magazine
\$2,800 (20% discount on standard pricing)

Gold Package – 8 week campaign
16 x Healthcare In Brief column advertisement
Website button advertisement
Full page advertisement in The Health Advocate magazine
\$4,800 (25% discount on standard pricing)

Custom packages are available on request and discounts are available for consecutive and advance bookings.

Specifications

Online advertisements must be submitted as web-ready RGB image files (i.e. JPEG, PNG).

Print artwork must be submitted as CMYK print-ready PDFs with a 5mm bleed. Artwork must adhere to the dimensions listed.

Online sizes

Healthcare in Brief column display ad:
w: 600px h: 160px

Website button:
w: 120px h: 80px

Event Listing newsletter column display ad:
w: 600px h: 160px

Event Listing online calendar:
50 words plus event details – please contact us for an events listing form. Event listing space is limited each month.

Job Listing:
Please contact us for a job listing form.

eBlast:
Preferably an HTML file which incorporates all text and graphics. Alternately, 500 words plus any graphics you wish to include however there are limitations on design when provided in this format.