

AHHA Media Kit

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 a healthy Australia supported by the best possible healthcare system.

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.

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, enquire about membership or for more information on anything mentioned in this kit contact communications@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.

It is published online and with a limited print run 6 times a year reaching a wide range of healthcare professionals and receiving over 3,000 impressions per issue. Advertising is limited to a total of 4 pages plus covers per issue, providing high visibility and longevity for your advertisement.

The magazine accepts articles from AHHA members and invited subject matter experts, for more information on editorial matters please contact nigel.harding@ahha.asn.au.

The **Australian Health Review** is AHHA peer reviewed journal which is designed to explore major national and international health issues and questions. It is published online 6 times a year and had approx. 259,921 views in 2018 with a readership comprised of health executives, academics, health libraries and clinicians.

The Australian Health Review is managed by AHHA's publishing partner CSIRO. For details on rates and booking deadlines, please contact Amanda Rice, Sales Development Manager on 03 9545 8400 or email publishing.advertisingsales@csiro.au.

Email campaigns

The **Healthcare in Brief** is AHHA's weekly newsletter, providing over 6,000 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 online banner ads.

The **Monthly Events Roundup** provides an overview of AHHA and other events to over 2,500 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 and promoted events listings.

AHHA also offers limited opportunities to directly contact its readership with dedicated **eBlast emails**. Communicate your information in a dedicated email to our ~2,500 email subscribers.

The Health Advocate:

The Health advocate has limited advertising opportunities and booking dates fill quickly. Bookings close approximately six weeks prior to publishing. Artwork is required four weeks in advance.

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

The current themes for the 2020 editions of The Health Advocate is as follows:

Month	Issue Theme
February 20	Close the Gap
May 20	Oral healthcare, Equity in healthcare, Preventable hospitalisations
August 20	Data & Digital, Value-based healthcare
November 20	Healthcare reform, The new medical neighbourhood, Team-based care

Discounts are available for booking ads in multiple consecutive editions. 10% off for two ads, 20% off for four and 25% for six. See below example;

½ page ad over multiple editions:

Ad Size	Issues	Cost	Specifications
½ page	2	\$2,970 (10%)	w:210mm h:148.5mm
½ page	4	\$5,280 (20%)	w:210mm h:148.5mm
½ page	6	\$7,425 (25%)	w:210mm h:148.5mm

Sponsoring an issue:

AHHA also offers the option of sponsoring an entire issue. This gives your organisation the option to be featured in the content, advertising and to promote your work and expand your network.

Benefits	Cost
Logo on front cover, 1 editorial or advertorial, ½ page ad	\$5,000
Front cover acknowledgement, full page ad on back cover, advertorial or editorial (800 words), 2 print copies	\$7,500
Front cover acknowledgement, full back cover ad, advertorial or editorial (800 words), full page internal ad, 10 print copies	\$9,000

Email and online campaigns:

Healthcare In Brief column advertisement:

The Healthcare In Brief is AHHA's weekly newsletter. Updating the healthcare world on all major news and issues, latest research, upcoming events and opportunities. This newsletter is sent out to over 6,000 individuals.

Campaign Length	Cost (inc GST)
2 weeks (2 inclusions)	\$330
4 weeks (4 inclusions)	\$495
8 weeks (8 inclusions)	\$990

Website Advertising:

The AHHA website is an authoritative source of information on policy positions, health issues and industry research. The website receives approximately 18,000 unique page views per month. Promotional opportunities are available through **online advertising**, listing of events in the AHHA **events calendar** and listing of jobs on our online **jobs board**.

Opportunities for online advertising include the placement of a button advertisement or a web banner on the AHHA website. Available online for up to 60 days, the website button or banner can be linked to a custom URL. The web button is smaller but in a more prominent location. The web banner is larger but located at the bottom of the pages on the website.

Campaign Length	Cost (inc GST)
2 weeks (2 inclusions)	\$275
4 weeks (4 inclusions)	\$415
8 weeks (8 inclusions)	\$825

Job Listing:

The AHHA jobs board is typically frequented by senior executives, clinicians and academics in healthcare organisations across the country. Job listings are available online for 30 days. Job listings can also be included in AHHA's weekly newsletter, Healthcare in Brief, which is sent to over 6000 subscribers.

Campaign Type	Cost (inc GST)
Website listing (30 days)	\$99
Website + Healthcare in Brief x 4	\$330

Email and online campaigns:

eBlast Emails:

eBlast emails are available year-round. This allows an email entirely dedicated to your event or product to be sent out to the AHHA audience including thousands of healthcare professionals. The prices for Eblasts start at **\$990** but are quoted based on your specific requirements.

Event Listing:

Event listings offer an organisation the opportunity to list their events in AHHA's popular events calendar. On average AHHA has over 18,000 pageviews monthly and 10,000 sessions.

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

**Please note* Healthcare in Brief notices usually consist of four notices over a monthly period*

Webinars

Webinars offer advertisers an opportunity to advertise their brand, message or content in an informative and engaging way, whilst also producing a recording of the webinar which can be shared across platforms for increased awareness.

One-hour webinar	\$500
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**Please note* Webinar content is subject to AHHA approval.*

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.

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

Website banner:

w: 940px h: 236px

Event Listing online calendar:

Event listings include a summary, description, event details and a banner. Please contact communications@ahha.asn.au to complete a form.

Job Listing:

Please contact communications@ahha.asn.au for a job listing form.

Packages

Bronze Package – 2 week campaign

2 x Healthcare In Brief column advertisement
Website button advertisement

\$485 (20% discount on standard pricing)

Silver Package – 4 week campaign

4 x Healthcare In Brief column advertisement
Website button advertisement

½ page advertisement in The Health Advocate magazine

\$2,050 (20% discount on standard pricing)

Gold Package – 8 week campaign

8 x Healthcare In Brief column advertisement
Website button advertisement

Full page advertisement in The Health Advocate magazine

\$3,450 (25% discount on standard pricing)

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

Event Partnerships

AHHA enters event partnerships which can provide event organisers with a range of discounted or complimentary promotional opportunities. For more information on these partnerships and to see if you're eligible, please contact communications@ahha.asn.au

Terms and Conditions

- AHHA reserves the right to refuse or withdraw advertising at any point that, in the opinion of AHHA, is illegal, defamatory, offensive and/or contrary to the business interest, policy position and/or reputation of AHHA or its members.
- AHHA will, subject to availability, technical limitations and these Terms and Conditions, use our reasonable endeavours to publish your advertisement in the format submitted by you and in accordance with your other instructions. Positioning and placement will be at our discretion unless expressly agreed otherwise in writing.
- Cancellations of any advertisement must be received in writing not less than 5 business days before the commencement date or artwork due date.
- If required elements of an advertisement are not received by designated dates we reserve the right to withhold your advertisement without providing a refund.
- The advertiser warrants to AHHA that the publication of Advertising does not breach or infringe any Commonwealth or state legislation or codes.
- The advertiser warrants that if Advertising contains the name or image of any living person, the advertiser has obtained appropriate consent of that person for such use.
- AHHA does not use our social media platforms (twitter, facebook etc.) to promote other organisations/events.