



Australian Medical
Student Journal

Advertising Prospectus

Volume 2 Issue 2 2011

✉ sponsorship@amsj.org



✉ sponsorship@amsj.org

About Us

The Australian Medical Student Journal (AMSJ) is the national peer-reviewed biomedical journal for students of medicine and health sciences. The journal is freely available to over 15,000 medical students across all 20 medical schools in Australia, through professional full-colour print and electronic publications.

Our biannual publication provides an important avenue for student research to be published and shared with the greater medical community, ranging from first year medical students to young doctors. The AMSJ is the only undertaking of its kind in the country, offering a unique opportunity to reach Australia's future doctors and other health professionals.

The AMSJ is a not-for-profit organisation run solely by the work and dedication of medical students sharing in its aspiration to promote research and further medical learning. All of us at the AMSJ invite you to share in our vision and aspirations to continue to further medical research and learning as a valued partner of the AMSJ.

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An Invitation

Dear Sponsor,

It is with great pleasure that I invite your organisation to partner with the Australian Medical Student Journal (AMSJ) for the publication's future issues. As the journal's founder, the AMSJ is very close to my heart, and it is tremendously exciting to see the current Executive and Sponsorship Teams take the publication to new heights, creating many new opportunities for sponsors.

The AMSJ is the premier academic and political forum for Australia's 15,000 medical students. It publishes the research, reviews, and opinions of medical students, and is also staffed entirely by volunteer students. The AMSJ was established in 2009 and has produced two extremely successful issues since then, attracting widespread publicity and acclaim within the medical student and medical education communities. Due to surging popularity, the journal has recently switched from an annual to a biannual operation. The past two issues reached the vast majority of medical students Australia-wide, through a combination of our glossy full-colour print edition, and our feature rich

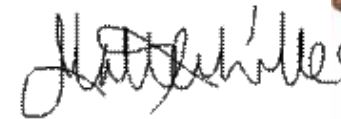
website and online edition. In 2011, the AMSJ has also introduced a number of initiatives to expand our involvement in the student community, including starting a regularly-updated online Blog of topical medical student issues, and organising and judging the NHMRC Student Research Competition at the AMSA National Convention.

The AMSJ is now a well-established and essential part of medical student life in this country. The opportunities that it offers for sponsors are both varied and unparalleled. From the perspective of advertisers, the AMSJ offers the most selective targeting and comprehensive penetration of the medical student demographic. But more importantly, the AMSJ offers the opportunity for sponsors to associate themselves with a brand that has earned

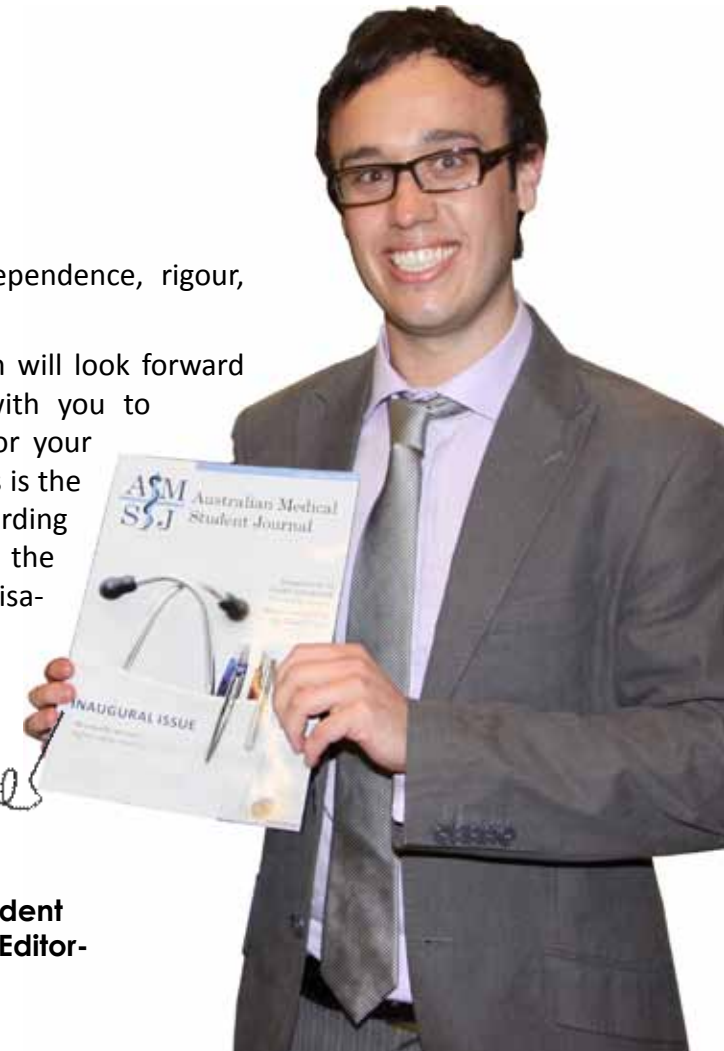
a reputation for independence, rigour, and trustworthiness.

Our sponsorship team will look forward to working closely with you to tailor a partnership for your needs. I hope that this is the start of long and rewarding relationship between the AMSJ and your organisation.

Yours Faithfully,



Matt Schiller
5th year medical student
Founding Chair and Editor-
In-Chief, AMSJ





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Readership and Distribution

The AMSJ is freely available to 15,000 medical students across all 20 medical schools in Australia.

Approximately 3,000 full colour hard copies are distributed across all medical schools in Australia, handed out free-of-charge to students and staff, in common rooms and in hospital clinical schools. Electronic distribution via the AMSJ website at www.amsj.org also provides a free copy of current and previous publications. Since our first issue in 2010, the AMSJ website has received over 2,000 unique visitors and 5,000 pageviews per month and is continuing to grow in patronage. The growing presence of the AMSJ is also reflected on social media networks such as Facebook, where the journal has over 5,000 members.

Exposure of the journal to a growing audience is also an important goal for the journal. To ensure greater access each medical school has an AMSJ represen-

tative dedicated to the awareness and promotion of the journal. Copies of the journal are also kept in libraries around the country, via a special free print subscription service. The AMSJ is currently indexed and available through Google Scholar and work is underway to also offer the AMSJ through other academic search engines.

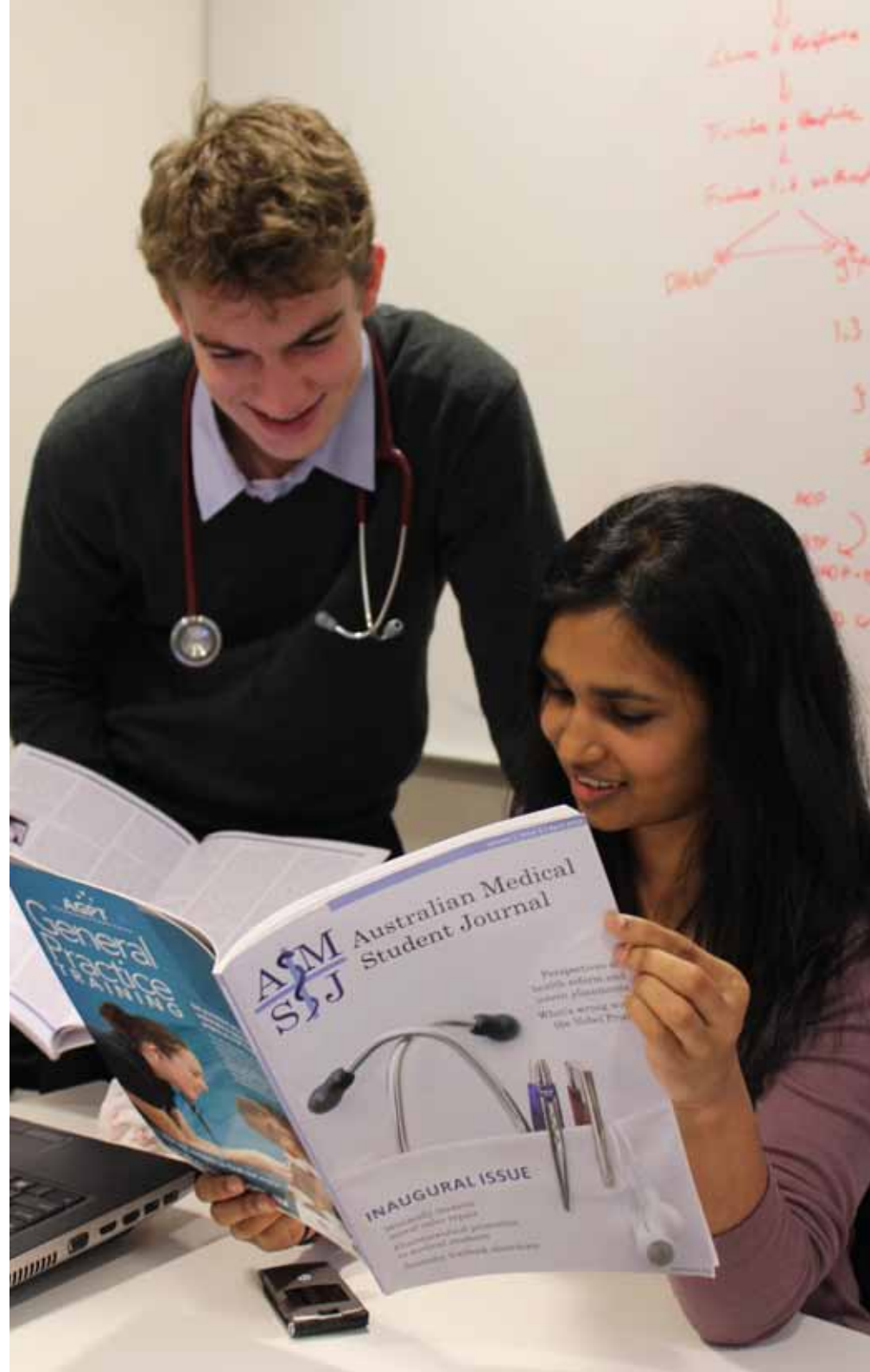
The AMSJ is not just a single publication, however. The journal has a strong focus on engaging medical students through various innovative pathways and technologies. New initiatives aimed to engage further learning and medical exposure for students include a fortnightly AMSJ blog discussing popular topics, as well as the presentation of research competitions at the 2011 Australian Medical Students' Association National Convention and exhibiting at the Global Health Conference.

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Benefits and Advantages

A partnership with the AMSJ offers the following opportunities :

- High quality, full colour advertisements on 100gsm gloss stock or 300gsm cover stock, in a polished and appealingly-designed publication.
- Market your product and form relationships with an audience of at least 15,000 medical students across the 20 medical schools in Australia: intelligent and responsible individuals, who are anticipated to have a high disposal income in the near future. This demographic is further skewed towards those students close to graduation, and those with interests in research and academia.
- Gain a positive profile for your brand by encouraging medical research and supporting student initiatives and interests. Associating with the AMSJ also aligns you with the a journal renowned for independence, excellence and trustworthiness at a rigorous academic level.
- Appeal to readers from socially and geographically diverse backgrounds: local, international, undergraduate, post-graduate, rural, indigenous and metropolitan.
- Expose not only future doctors to your business, but also academics, clinicians and other health professionals captive to the material in the AMSJ, which translates to interest in associated advertisers and branding.
- A hyperlink from electronic copies distributed from our website, which has received over 20,000 unique visits since the website's launch in 2010.
- Online advertising links you with an engaged and technology-savvy audience, offering you unparalleled exposure in an innovative medium.





Prices & Packages

Package	Size and Position of Advertisements	Cost per Issue <i>1 Issue</i>	Cost per Issue <i>2 Issues</i>
Platinum	Back Cover, Full A4 Page* <i>Page 2 of electronic edition</i>	\$5500	\$5000
Gold	Full A4 Page*	\$2600	\$2400
Silver	Half Page, vertical skyscraper format*	\$1800	\$1600
Bronze	Half Page, standard format*	\$1500	\$1350
Insert	A5-sized loose-leaf insert	POA	POA
Package Extras			
Online www.amsj.org	300x250 Rectangular Box, static, every page (Ads rotated with other clients)	\$500 for 3 months	\$900 for 6 months

All advertising packages include placements in both online and electronic formats. All advertisements will be presented in full colour in both formats.

The AMSJ understands that every company has different priorities and our sponsorship team will gladly tailor the ideal package to cater to your specific needs.

* Advertisements in the electronic edition may include a hyperlink button to the advertiser's website at no additional cost.

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All prices are inclusive of GST

Ad Specifications

Mechanical Specifications

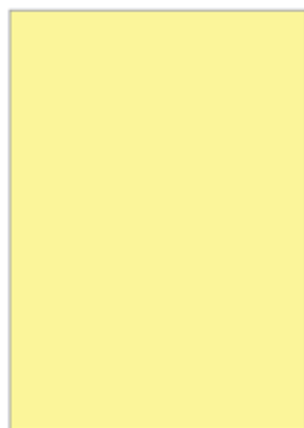
Print advertisements

Advertisements should be vector-based or have a resolution of at least 300 DPI at 100% print size. File types accepted include high-quality PDF, Adobe Illustrator, Photoshop and Indesign. Text sizes must not be below 8 point and lines 0.5 point. Colours should be in CMYK. Ensure advertisements are cropped and scaled to the appropriate sizes as specified below. Allow at least 10 mm clearance from edges for text and 5 mm bleeds for images or backgrounds.

Please also provide a vector image of your logo for placement in the sponsors section of the journal, website and a desired hyperlink URL. Please note that any logos submitted will be edited for the purposes of online usage.

Online advertisements

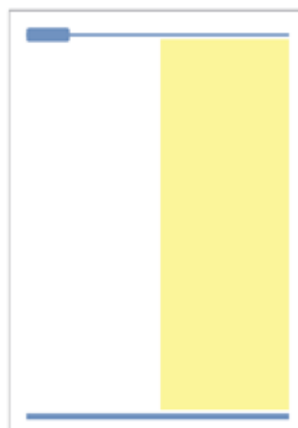
Accepted file formats are static .gif or .jpg files with a maximum file size of 50kb. Animated gif or rich media files (.swf) incur additional charges. Files need to be 300x250 pixels.



Full Page
210x297mm



Half Page
185x130mm



Half Page Skyscraper
90x260mm

Advertisement Delivery to the AMSJ

Artwork can be delivered by two methods:

1. Email as an attachment to sponsorship@amsj.org (total attachment must be under 10mb per email)
2. Burnt onto CD/DVD and sent by mail to the AMSJ mailing address, marked Attention: Sponsorship



Online advertisement
300x250px

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Dates & Details

Important Dates

Sponsorship/Advertising Deadline	15 August 2011
Advertising Art Deadline	26 August 2011
Volume 2 Issue 2 Publication	September 2011

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Terms & Conditions of Advertisement

The AMSJ does not hold responsibility for inaccurate reproduction of material as a result of lack of adherence to the provided mechanical specifications. Advertisers shall indemnify and hold harmless the AMSJ from and against any loss, expense, claim, or liability resulting from their advertisement. Advertisers shall accept responsibility for ensuring that advertisements comply with all applicable laws, rules and regulations. The Executive Board of the AMSJ reserves the right to refuse any advertisement. If rejected, advertisements must be resubmitted before the advertising deadline unless an extension has been negotiated.

