AUSTRALIAN MEDICAL STUDENT JOURNAL

Advertising Prospectus
2017-18
ABOUT US

The Australian Medical Student Journal (AMSJ) is the national peer-reviewed academic research journal for students of medicine and health sciences. We are a not-for-profit organisation run solely by the drive and dedication of medical students committed to promoting science research and furthering medical learning.

The AMSJ is made available online and in print absolutely free and reaches over 18,000 medical and allied-health students throughout Australia. Our biannual publication provides a prime avenue for student research to be published and shared with the health community, ranging from undergraduate biomedical science students to highly skilled medical professionals. The AMSJ offers a unique opportunity to reach the nation’s future doctors, scientists, and allied health workers.

We welcome you in sharing our vision as a valued partner of the AMSJ.
The sponsorship team

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For all general questions relating to sponsorship, please contact: advertising@amsj.org
Meet the founder

Dear Future AMSJ Sponsor,

It is with great pleasure that I invite your organisation to partner with the Australian Medical Student Journal (AMSJ). Since 2009, the AMSJ Executive and Sponsorship teams have been unstoppable. It is because of their dedication, passion, and innovation that the AMSJ continues to be the premier academic and political forum for medical and allied-health students throughout Australia.

The AMSJ is highly valued amongst the medical student and medical education communities. Each year, we receive countless submissions for publications of cutting-edge research, case reports, literature reviews, and perspectives of medical students. Successful submissions are published in a full-colour hard copy (print) edition of the AMSJ. In addition, each issue is available for download on the AMSJ website.

Through a combination of our sleek full-colour print and online journal editions, the AMSJ favourably attracts nationwide publicity and acclaim within the medical student and medical education communities. Furthermore, in 2016, the AMSJ is taking strides to revamp and, strengthen awareness of the AMSJ by expanding our presence not only through social media, but also in the biomedical and medical research communities of all Australian universities.

The AMSJ is respected for its reputation of independence, rigour, credibility, and scholar. I would like to invite you to be apart of our efforts in contributing to the success of our future doctors and scientists, while securing a valuable and secure partnership for you and your organization.

Yours Faithfully,

Matt Schiller
AMSJ Founding Chair
Each medical school has an AMSJ University Representative dedicated to expanding awareness & promotion of the AMSJ and guarantees distribution of the AMSJ to the vast majority of medical students.

The AMSJ is currently available through Google Scholar & work is underway to also be accessible through other online academic and research database services, including the US National Library of Medicine.
Why partner with AMSJ?

Unparalleled Exposure

- Selectively target > 17,000 future doctors
- Appeal to a diverse readership of undergraduate and graduate, local and international, rural and indigenous medical and biomedical students
- Contribute to medical education and the future of healthcare
- Support medical student initiatives & interests
- Create lasting relationships with the doctors, scientists, and leaders of tomorrow
Ad specifications

Journal Publication Advertisement
- Vector-based or a resolution of at least 300 DPI at 100% print size
- File type: high-quality PDF, Photoshop, Adobe Illustrator, or Indesign
- Text size: > 8-pt, lines: 0.5-pt
- Colours: CMYK (preferred)
- Crop & Scale to appropriate size
- Minimum 10mm clearance from edges for text and 5 mm bleeds for background images

Website (Online) Advertisement
Static or Animated format: GIF, JPEG, or SWF
- 50kb max
- 300 x 250 pixels
Submit files (<10MB) by email to print.publications.officer@amsj.org

Please provide your organisation’s logo as a separate vector image as well as website URL for placement in the AMSJ Sponsors section

*Note: logo may be edited by AMSJ for electronic purposes
Prices and packages

All advertising packages include full-colour placements in both electronic and hard-copy editions.

Create a package that is customized to meet your specific recruitment and promotional goals.

For more information, contact
AMSJ Sponsorship Team:
advertising@amsj.org
### Prices and packages conT’D

#### ONLINE WEBSITE

<table>
<thead>
<tr>
<th>AMSJ Webpage</th>
<th>300 x 250 RECTANGULAR Box – Static* on EVERY page + Your ad featured on the AMSJ Facebook Page AND the AMSJ newsletter‡ for an entire year FREE!</th>
<th>6 MONTHS</th>
<th>12 MONTHS</th>
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<td></td>
<td><a href="http://www.AMSJ.org">www.AMSJ.org</a> has &gt;500 visitors every day! AMSJ Facebook Posts reach &gt;8,000!</td>
<td>$850</td>
<td>$1,400</td>
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#### JOURNAL PUBLICATION (PRINT & ELECTRONIC EDITIONS)

<table>
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<tr>
<th>PLATINUM</th>
<th>BACK COVER, FULL PAGE + Page 2 of electronic (pdf) edition† + Your ad featured on the AMSJ Facebook AND in the AMSJ newsletter‡ for an entire year FREE!</th>
<th>1 ISSUE</th>
<th>2 ISSUES</th>
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<tbody>
<tr>
<td></td>
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<td>$2,200</td>
<td>$4,000</td>
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<tr>
<td>GOLD</td>
<td>FULL PAGE† + Your ad featured on the AMSJ Facebook</td>
<td>$1,100</td>
<td>$2,000</td>
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<tr>
<td>SILVER</td>
<td>HALF VERTICAL†</td>
<td>$500</td>
<td>$750</td>
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<tr>
<td>BRONZE</td>
<td>HALF HORIZONTAL†</td>
<td>$550</td>
<td>$800</td>
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<tr>
<td>JUNIOR</td>
<td>BUSINESS LOGO + Recognition of your organisation</td>
<td>$300</td>
<td>$500</td>
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All hard-copy publications are A4 print and available for direct download from the AMSJ website.

* Advertisements appearing on the AMSJ website may rotate with other sponsors
† Include a hyperlink to your website in the electronic (pdf) edition
‡ Logo, Hyperlink, and Description of your organisation (50 words max.) featured in the quarterly AMSJ electronic newsletter sent to the inbox of >5,000 AMSJ email subscribers.

All prices exclude GST - No GST payable
Important dates

Volume VIII, Issue II Publication
November 2017 (expected)

Volume IX, Issue I Publication
May 2018 (expected)

AMSJ Sponsorship Team
advertising@amsj.org
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The Executive Board of the *AMSJ* reserves the right to refuse an advertisement for any reason.