



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



Zak Doherty
z.doherty@amsj.org



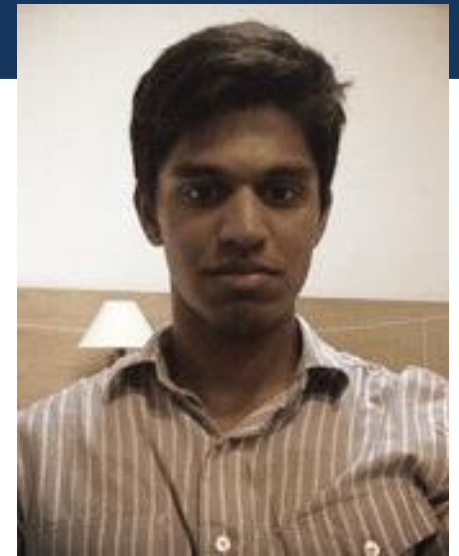
**Ahthavan
Narendren**
a.narendren@amsj.org



Daniel Nour
d.nour@amsj.org



Nikhil Sabharwal
n.sabharwal@amsj.org



**Aran
Sandrasegaran**
a.sandrasegaran@amsj.org

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



distribution

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* ?

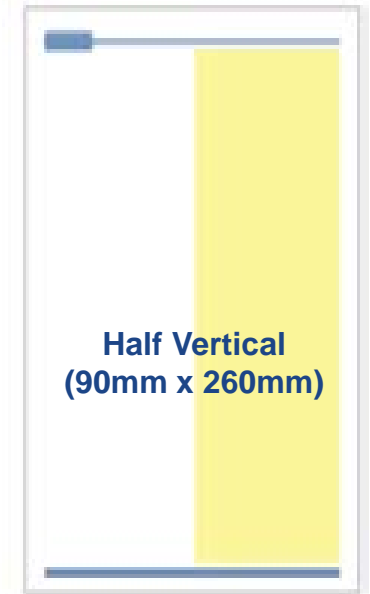
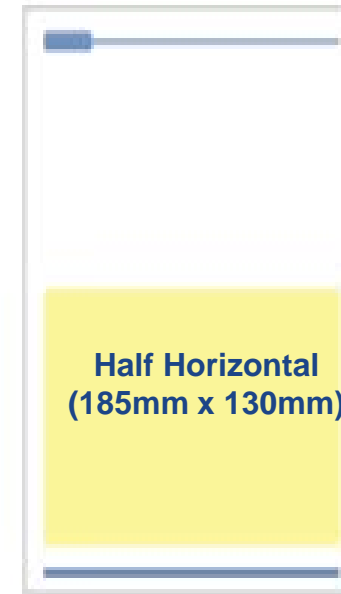
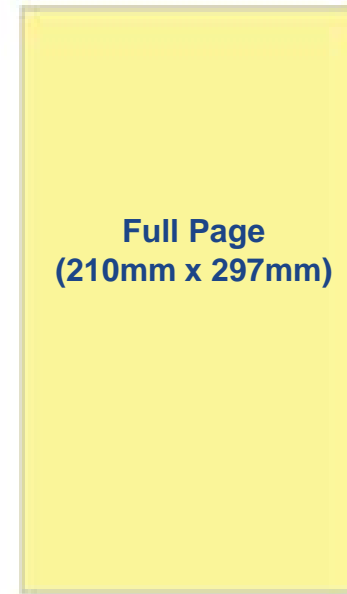
Unparalleled Exposure

- **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

Online
Banner
(300px x
250px)



SUBMISSION GUIDELINES

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		6 MONTHS	12 MONTHS
AMSJ Webpage	300 X 250 RECTANGULAR BOX – STATIC* on EVERY page + Your ad featured on the AMSJ Facebook Page <u>AND</u> the AMSJ newsletter‡ for an <u>entire</u> year FREE! www.AMSJ.org has >500 visitors every day ! AMSJ Facebook Posts reach >8,000 !	\$850	\$1,400

JOURNAL PUBLICATION (PRINT & ELECTRONIC EDITIONS)		1 ISSUE	2 ISSUES
PLATINUM	BACK COVER, FULL PAGE + Page 2 of electronic (<i>pdf</i>) edition† + Your ad featured on the AMSJ Facebook <u>AND</u> in the AMSJ newsletter‡ for an <u>entire</u> year FREE!	\$2,200	\$4,000
GOLD	FULL PAGE† + Your ad featured on the AMSJ Facebook	\$1,100	\$2,000
SILVER	HALF VERTICAL†	\$500	\$750
BRONZE	HALF HORIZONTAL†	\$550	\$800
JUNIOR	BUSINESS LOGO + Recognition of your organisation	\$300	\$500

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



Terms & Conditions

The *AMSJ* cannot be held responsible 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 an advertisement for any reason.