



Australian Society of
Anaesthetists[®]

Media Kit 2024

With over 4,300 members across Australia, the Australian Society of Anaesthetists is a member-funded organisation dedicated to supporting, representing and educating anaesthetists to ensure the safest possible anaesthesia for the community.

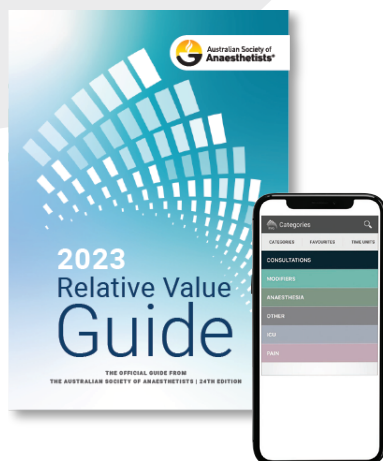
This year we celebrate our 90th anniversary, honouring the past, celebrating the present and embracing the future.



years 1934-2024

Publications

Relative Value Guide



Australian Anaesthetist



Anaesthesia & Intensive Care

Publications

The ASA produces three main publications made available to our member base. Anaesthesia and Intensive Care, Australian Anaesthetist and the Relative Value Guide. Publications are available in hardcopy, digital online and in-app format.

Australian Anaesthetist



Australian Society of
Anaesthetists®



Circulation
4,300



Available
in hardcopy
& online



Quarterly

Australian Anaesthetist magazine informs readers about the latest industrial, medical, ethical and economic issues facing the speciality of anaesthesia. It offers opinions on current topics relating to the medical profession and reports on activities of leading groups and committees. Australian Anaesthetist offers advertisers a unique ability to reach an interested, focused and affluent niche audience. The professional focus of the editorial content enhances the credibility of the advertising, adding prestige to your product.

Editorial Team

Dr Sharon Tivey

Medical Editor

editor@asa.org.au

Kelly Chan

Marketing & Communications Manager

advertising@asa.org.au

Brittney Beynon

Senior Communications Co-ordinator

advertising@asa.org.au



Quarterly Issues

**March
Deadline
25 January**

**June
Deadline
25 April**

**September
Deadline
25 July**

**December
Deadline
25 October**

Artwork Specifications

Full page

Trim (H x W)
280mm x 215mm
+ 5mm bleed

Type area
240mm x 185mm

**Quarter
page**
115mm x
90mm

Half page

115mm x 190mm
(H X W) no bleed

Digitally prepared advertising

- 300dpi resolution
- CMYK only
- NO spot colours (convert all logos to CMYK)
- Embedded fonts
- All transparencies must be flattened
- Press ready PDF

To avoid disappointment please preflight your artwork. Check carefully for spelling errors, stray spot colours and correct sizing.

Printed flyer inserts/onserts:

Quantity to be confirmed.

A4 must be folded to fit A5. Weight 25g.

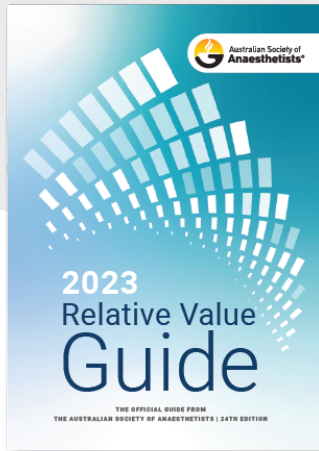
Maximum size 280mm x 215mm.

Postage is determined by weight - further fees will be charged if extra costs are incurred.

Details for delivery will be supplied with booking.

Deliver to advertising@asa.org.au

Relative Value Guide



The Relative Value Guide (RVG) provides anaesthetists comprehensive and accurate advice on billing and deciphering the Medicare and private insurance rebate systems. It is printed annually and is sent to over 3,900 members each year. The book is used by members and in their practices as a reference tool resulting in constant use. It is available in hardcopy, online and app format.

Artwork Specifications

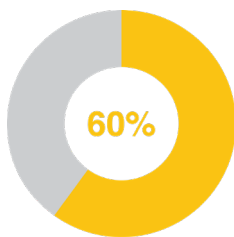
Digitally prepared advertising

- 300dpi resolution
- CMYK only
- NO spot colours (convert all logos to CMYK)
- Embedded fonts
- All transparencies must be flattened
- Press ready PDF

To avoid disappointment please preflight your artwork. Check carefully for spelling errors, stray spot colours and correct sizing.



**Available in hardcopy,
online & app**



**60% of ASA members
use the RVG weekly**



**Members rated the
RVG 5/5, as being a
valuable part of the
ASA membership.**

**Deadline
25 January**

RVG Full page

Trim (H x W)
210mm x 148mm
+ 5mm bleed
Type area
138mm x 200mm



Events

Deadline
Week 1 Monthly

Trainee & Practice Managers E-News

Deadline
Week 1 April, July & November

Banner

Size: 800 x 1800 pixels (H x W)



Events circulation to

4,300
members



Trainee circulation to

1,000
members

E-Newsletters

ASA E-Newsletters are a leading source of digital information for ASA members and anaesthetists across Australia. E-news advertising is available for education and event promotions. Each advertiser is limited to 3 banners per year. Each newsletter is limited to one advertisement per edition. All advertising is subject to approval by the editor. Advertisements can be placed in:

- Events E-News – released monthly
- Trainee E-News – released 3 x per year
- Practice Managers E-News – released 3 x per year

Artwork Specifications

Digitally prepared advertising

- 72dpi resolution – RGB only

To avoid disappointment please check your artwork for spelling errors and correct sizing

Deliver to advertising@asa.org.au

Locum/positions vacant

Looking for staff? The ASA has a job board to assist you reach applicants directly. Follow the link to the online form and complete to place your job advertisement.

asa.org.au > support > positions vacant



National Scientific Congress

The ASA National Scientific Congress represents a unique opportunity for sponsors and exhibitors to display and promote products and services to a wide cross section of the anaesthesia community within a high-quality educational environment.

Over 1000 anaesthetists and pain medicine specialists attend the NSC over various Convention and Exhibition Centres around Australia.

We encourage you to look at the many opportunities for sponsors and exhibitors to contribute to both the educational and organisational aspects of the Congress.

Other ASA Events

Sponsorship opportunities for other educational events include the annual Part 3 Course, designed to offer non-clinical advice and guidance to trainees commencing their anaesthetic career. The course is convened by the ASA, run by anaesthetists, held annually in different states and run as a one-day face-to-face course. We are always open to ideas and suggestions.



Exposure to
1,000+
specialists

Exhibiting and/or sponsoring at face-to-face events provides an excellent opportunity

- Demonstrate your organisation's commitment to the delegates' professional development
- Promote your organisation and your products to delegates, ranging from trainee anaesthetists to anaesthetic specialists
- Maintain a high profile within the anaesthetic community
- Increase brand awareness
- Network: maintain and build new relationships with your target market
- Expose your staff to their key demographic

Sponsorship Enquiries:

Rhian Foster

Education & Events Manager

Enquiries

sponsorship@asa.org.au



Anaesthesia and Intensive Care is the official journal of the Australian Society of Anaesthetists, Australian and New Zealand Intensive Care Society and the New Zealand Society of Anaesthetists. Anaesthesia and Intensive Care is an educational journal for those associated with anaesthesia, intensive care medicine and pain medicine, and a means by which individuals may inform their colleagues of their research and experience. The Journal presents original articles of scientific clinical interest.

Readership profile: Anaesthetists, intensivists, physicians in pain therapy and medical libraries

Ranking: 30/34 in Anesthesiology, 31/35 in Critical Care Medicine



Circulation

4,300



19,202+

average monthly
views online

Dr John Loadsman

Editor-in-Chief

aic@asa.org.au

Advertising

Anaesthesia and Intensive Care is published by SAGE journals in the UK.

For all up-to-date information, advertising rates and contacts visit the SAGE website:

https://journals.sagepub.com/page/aic/rate_card

Advertising Rates



Advertising Rates 2024

Australian Anaesthetist Magazine

Full page back cover colour	\$4,530
Full page inside front cover colour	\$4,530
Full page colour	\$4,000
Half page colour	\$2,285
Quarter page colour	\$1,225
Flyer loose inserts (in magazine) [#]	\$4,900
Advertorial [*]	\$4,000
Educational Article (price per pg. 2 max) ^{**}	\$1,650

Relative Value Guide

Full page back cover colour	\$6,570
Full page inside front cover colour	\$5,475
Full page inside back cover colour	\$3,830
Full page colour	\$1,975

Digital EDM

Banner	\$1,225
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Website

Job Vacancies (price per month)	\$115
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Advertising Information

- All advertisements are included in the online and app versions free of charge
- All amounts are specified in Australian dollars inclusive of 10% GST and must be paid in advance
- Frequency discounts are only available for multiple bookings paid in advance
- Advertising cancellations will not be accepted after artwork deadline. Full insertion rate will be charged in this instance

Enquiries

advertising@asa.org.au

[#] Prices subject to change according to variations in charges imposed by Australia Post

^{*} An advertorial can only be purchased with an advertisement and is subject to approval by the editor

^{**} An educational article can only be purchased with an advertisement and is subject to approval by the editor.

Australian Society of Anaesthetists

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abn 16 095 377 370

T +61 2 8556 9700 | www.asa.org.au

2024 Booking Form



Australian Society of
Anaesthetists[®]

FOR	PRICE	MONTH OF BOOKING - PLEASE TICK					
Australian Anaesthetist Magazine		Mar	Jun	Sep	Dec		
Full page back cover	\$4,530						
Full page inside front cover	\$4,530						
Full page colour	\$4,000						
Half Page colour	\$2,285						
Quarter page colour	\$1,225						
Flyer loose inserts [#]	\$4,900						
Advertorial*	\$4,000						
Educational Article**	\$1,650						

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* An advertorial can only be purchased with an advertisement and is subject to approval by the editor

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Relative Value Guide		Mar					
Full page back cover	\$6,570						
Full page inside front cover	\$5,475						
Full page inside back cover	\$3,830						
Full page colour	\$1,975						
E-News		Jan	Feb	Mar	Apr	May	Jun
<input type="checkbox"/> Events/CPD Banner (Monthly)	\$1,225	Jul	Aug	Sep	Oct	Nov	Dec
<input type="checkbox"/> Trainee Banner (May/Aug/Dec)							

Advertising must be for an education event promotion. Each advertiser is limited to 3 banners per year.

Each newsletter is limited to one advertisement per edition.

Locum/positions vacant		Jan	Feb	Mar	Apr	May	Jun
Web ad price per month	\$115	Jul	Aug	Sep	Oct	Nov	Dec
TOTAL	AUD \$						

Company Name:

ABN:

Representative Name:

Address

Contact Number:

Your reference Number:

Signed on behalf of the advertising company

Signature

Date:

All amounts are specified in Australian Dollars inclusive of 10% GST and must be paid in advance. Artwork must be received by the 1st of the month. Advertising cancellations will not be accepted after artwork deadline. Full insertion rate will be charged in this instance.