



AOA

AUSTRALIAN
ORTHOPAEDIC
ASSOCIATION

AOA Media Kit 2023

The AOA membership

98% 98% of Australia's orthopaedic surgeons are AOA members

~235 Around 235 accredited trainees – the next generation of AOA's consultant orthopaedic surgeons – are in the AOA 21 Training Program

1,668 1,668 practicing members as of June 2022

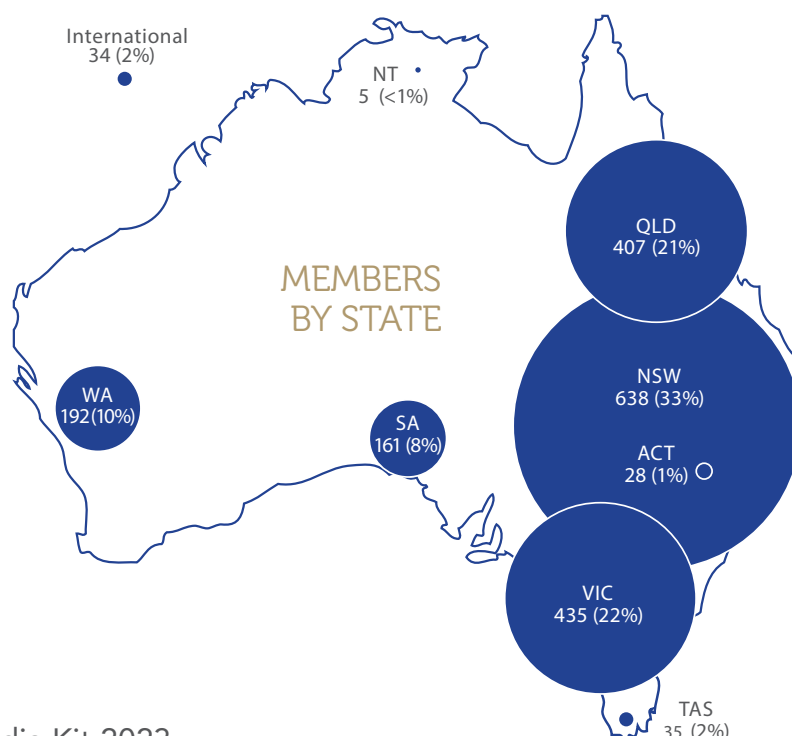
95% 95 per cent of AOA members read the Bulletin, and 78% read most items*

70% 70.4% average open rate for the AOA eNews in the 2020-21 financial year

97k 97,000 people visited the AOA website in the 21-22 financial year, triggering more than 620,000 pageviews.**

*Based on member survey responses. | **Google Analytics

AOA member distribution as at June 30 2022



Publications

Bulletin

Three volumes per year.
In print; online library.

eNews

Eleven editions per year.
Direct email; online archive.

Positions vacant

Online and via email.

Industry and sector updates

Dedicated online member-only index.
Updated at three- or six-month intervals.

Partnerships

Interested in a package of bookings, or a custom arrangement with AOA?

If you'd like to consider a larger set of bookings across multiple publications, with a proportionate discount, or sponsorship and support arrangements for particular AOA projects and portfolios, we can arrange a discussion. Reach out to Chief Member Experience Officer Michelle White at michelle.white@aoa.org.au

Key dates

Bulletin

Summer 23 *Cybersecurity*

- 21 Jan Bookings due
- 24 Jan Content due
- 27 Feb Projected distribution

Winter 23 *Rural health*

- 27 Apr Bookings due
- 5 May Content due
- 12 Jun Projected distribution

Spring 23 *Trainees*

- 13 Aug Bookings due
- 8 Sep Content due
- 16 Oct Projected distribution

eNews

-10 days Content is due 10 days prior to the end of the month*

EOM Projected distribution*

*A combined November-December eNews is sent out in early December, content for which is due at the end of November.

Rates

All listed prices are GST exclusive.

Bulletin

Premium	Single issue	Three issue (per issue)	Six issue (per issue)
Double-page spread	\$7210	\$6850	\$6490
Outside back cover	\$5870	\$5570	\$5280
Inside front cover	\$5015	\$4760	\$4515
Inside back cover	\$4510	\$4280	\$4060
One-page insert	\$5550	\$5225	\$4945
Multipage insert	\$8240	\$7825	\$7420
Full page, first ten pages	\$4160	\$3950	\$3745

Standard

Full page (after first 10)	\$3710	\$3525	\$3340
Half page	\$1880	\$1780	\$1695
Third page	\$1310	\$1245	\$1180
Quarter page	\$1030	\$980	\$930

6 bookings
-10%

Book six issues at once to secure a ten per cent discount, as listed above.

3 bookings
-5%

Book three issues at once to secure a five per cent discount, as listed above

Rates

All listed prices are GST exclusive.

eNews

Premium Plus	\$1305
Premium	\$1135
Standard	\$995

3 bookings
-5%

Book three issues at once to secure a five per cent discount, as listed above

Positions vacant

Website	\$595
eNews Premium	\$685
eNews Standard	\$595

Industry and sector updates page

Twelve Months	\$5000
Six Months	\$2800

Specifications

Bulletin

The Association's flagship publication, the *AOA Bulletin*, is a triannual member-only publication, distributed to all members in print and available through an online library. Opportunities are available for full artwork advertisements at a range of sizes, with premium positioning available, and for editorial contributions negotiated through partnership and sponsorship agreements.

Each edition features reports and updates from AOA leaders, theme articles on key issues, and contributions from peer groups and external thought leaders.

Premium	Size (mm)	Type (mm)	Bleed (mm)
Double-page spread	420w*297h	396w*273h	5
Outside back cover	210w*297h	186w*273h	5
Inside front cover	210w*297h	186w*273h	5
Inside back cover	210w*297h	186w*273h	5
One-page insert	A4, double sided	N/A	N/A
Multipage insert	A4, up to 8 pages (inc each side)	N/A	N/A
Full page, first ten pages	210w*297h	186w*273h	5

Standard

Full page (after first 10)	210w*297h	186w*273h	5
Half page	210w*148h	186w*80h	N/A
Third page	210w*99h	N/A	N/A
Quarter page	105h*148w	N/A	N/A

Specifications

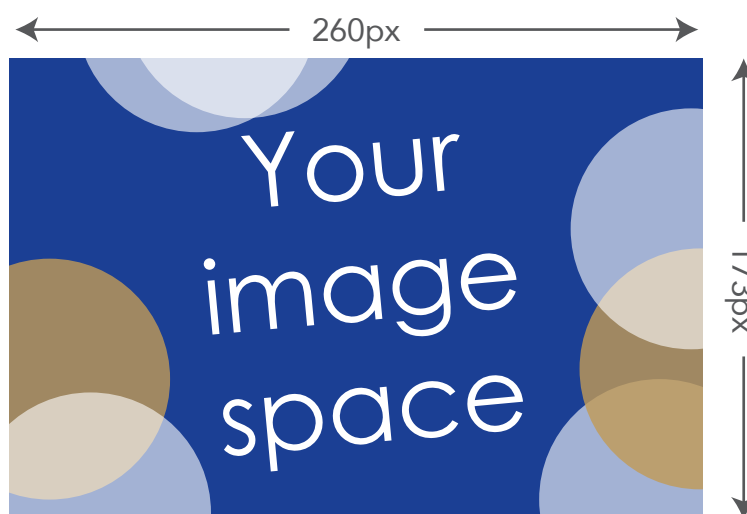
eNews

AOA eNews is the leading digital publication for Australia's orthopaedic consultants and trainees. A member-only publication, it includes articles from the AOA president and CEO, timely updates on recent developments and key topics for the surgical workforce, and reports on progress across the Association's portfolios.

Sponsored posts are incorporated into AOA's own news posts. Headlines can be up to 10 words or 60 characters. Body content can be up to 100 words long. Links can be embedded throughout.

Premium posts are placed among the 'AOA News' section of the eNews, towards the beginning, while standard placements appear at the end in the 'other news' section. Premium posts also include space for header image, 260 pixels wide by 173 pixels high, on which a link can be embedded. View the layout of the eNews through [our eNews Sample](#). A maximum of four premium positions, including the Premium Plus position, is available per edition.

Securing the Premium Plus will secure your post's position at the top of the AOA news section, ensuring even more prominent exposure.



Premium news advert image scale
(please ensure your pdf view is 100%).

Specifications

Positions vacant

eNews Premium

eNews Premium positions vacant posts allow a headline of (the shorter of) ten words or 60 characters. They are placed among the premium posts in the AOA News section, though they do not include an image. Links can be included throughout the copy.

eNews Standard

eNews standard positions vacant placements appear alongside the 'other news' items at the end of the edition.

Website

The AOA website has a dedicated member-only index of positions vacant. Website placements allow up to 5,000 words of text, with embedded links as necessary. Positions vacant pages can also accommodate a limited number of images.

Links to new positions added to the index are posted on the AOA LinkedIn page, in addition to a notification via the member news section of the AOA website.

If you're considering placing a positions-vacant advertisement with AOA, keep in mind that all placements are only accessible to AOA members, which do not include unaccredited registrars. Please ensure that the position you're seeking to advertise is suitable for promotion to AOA members and AOA trainees (ie accredited registrars).

Specifications

Industry and sector updates

AOA's industry and sector updates page allows space in the member-only section of the AOA website. The space is suited to promoting product launches, webinars and events, opportunities for practitioners or information on new developments.

An index page featuring all currently booked positions features logos, summaries and contact details (as displayed below). The index links to full pages for each company post, which has space for images, text and links.

Text, images and pdf documents can be hosted natively, and embedded links can be used throughout to drive traffic to your website, event pages or videos.

Placements are for either six or 12 months, with the opportunity to refresh content at negotiated intervals. 12-month bookings will gain additional opportunities to refresh and refine content.

Industry and sector updates

See recent campaigns, products and updates from our industry and sector sponsors.

All sponsor assets are subject to the *AOA Sponsorship Policy*, *AOA Orthopaedic and Patient Data Management Policy* and the *AOA Code of Conduct*.



Find out more

Your Company Name

New product name

A short description of the product, providing an summary that helps AOA members understand how and why the new product might be of interest to them so that they can decide to click through to review full details or head straight to your website via the link embedded on your logo.

An invitation to make direct contact with a representative from your company – please email: friendlyrep@yourcompany.com.au

Contact and bookings

Make a booking

If you'd like to make a booking, download a copy of our booking form at aoa.org.au/mediabooking

Get in touch

If you'd like more details on the opportunities listed here, or if you'd like to discuss other options, packages or partnership opportunities, reach out to communications@aoa.org.au and we can respond via email, organise a phone call, or set up a meeting to discuss what might work best for you.

Looking to reach a member of the team directly?

Chief Member Experience Officer Michelle White
michelle.white@aoa.org.au

Business Development Manager Sandra Reed
sandra.reed@aoa.org.au

Communications Manager Arne Hogan
arne.hogan@aoa.org.au

Communications Officer Aisha Kirkby
aisha.kirkby@aoa.org.au

Terms and conditions

Cancellations

Cancellations cannot be accepted after the advertising deadline. Advertising space will be charged to the advertiser as indicated on the contract or as indicated in writing for casual advertising. Overdue material that is not published will attract the agreed charge.

Cancellations of subsequent issues booked at a multi-booking discount rates will attract a fee equal to the discounts previously received.

Indemnity

It is the responsibility of the advertiser to ensure that material supplied complies with the Competition and Consumer Act 2010. All advertisements are accepted for publication on the condition that the advertiser indemnifies the Australian Orthopaedic Association and its servants against all actions, suits, claims, loss and damages resulting from anything published on behalf of the advertiser.

Advertising standards

All advertisements are subject to approval of the AOA Editorial Board. The Australian Orthopaedic Association reserves the right to reject any advertisement or copy. It is also the responsibility of the advertiser to ensure that all advertising complies with state and Commonwealth laws. Where amendment or clarification is required, advertisement submitters will be notified promptly and allowed to adjust content for resubmission if necessary.

Advertisement specifications

It is the advertiser's sole responsibility to supply advertising material according to the specifications supplied. The Australian Orthopaedic Association reserves the right to impose processing charges for advertisements supplied outside the specification guidelines.

Advertisements should be supplied as Adobe PDF or Illustrator files via email.

All images should be supplied at 300 dpi.

All used fonts should be included in the file.

Images should be provided in CMYK colour format for the Bulletin.

Distribution

Listed distribution dates are projections only, and actual dates of delivery for both the eNews and the Bulletin are subject to variation. Advertisers whose material relates to specific dates should liaise with the AOA communications manager regarding distribution times.

Terms and conditions

Agency commission

The Australian Orthopaedic Association does not pay any agency commission on booking fees.

Booking limitations

Advertising space in the AOA Bulletin and eNews is limited.

Inserts

Bulletin inserts should be provided at a size that fits comfortably within the saddle-stitched, A4 Bulletin.

Inserts with dimensions smaller than the maximum attract the full applicable fee (ie, either single-page or multi-page).

Insert print stock should be no more than 200gsm.

'Concept' inserts (eg Z folds, envelope systems) can be accepted at AOA's discretion at a negotiated rate.

Timely delivery of inserts to AOA's third-party mail house is the responsibility of the advertiser, and confirmation of the required delivery date should be sought well in advance of the issue's projected distribution date.

Delivered insert quantities should be slightly in excess of AOA membership (currently ~1800). Advertisers should confirm required quantity prior to print and delivery.

Positioning

Positioning other than that determined by premium bookings cannot be secured. Placement of advertising material is at AOA's discretion, but precedence among advertisements of the same booking rate will be given to earlier bookings.

eNews material

Advertorial headlines should be no more than (the shorter of) 10 words or 60 characters long.

Advertorial body content is limited to 100 words.

Consistent with other eNews items, advertorial content will be abridged with a 'read more' button triggering display of the full content.

Terms and conditions

Content should be supplied in .doc or .docx format.

Non-standard punctuation and grammar (eg EXCESSIVE CAPITAL USAGE, **randomly** bolded **words** or *unwarranted italicisation*) will be adjusted to match standard usage.

Images accompanying premium advertorials should be 260px wide by 173px tall and in RGB colour. Images provided at other proportions will be adjusted to fit, or an adjustment will be requested from the advertiser.

Placement within the nominated sections (Other news for standard bookings and AOA news for premium) is at AOA's discretion.