

Bayside General Practice Network Limited Newsletter



Advertising information and rates

Effective 1 January 2012

Further information

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Bayside General Practice Network Advertising Information

Introduction

This document provides an overview of the types and sizes of advertising accepted by Bayside General Practice Network (BGPN) for inclusion in the bi-monthly Bayside GP Network News.

A maximum of two pages of advertising space is available per newsletter.

Network and Newsletter Snapshot

Areas of General Practice covered

Aspendale, Aspendale Gardens, Beaumaris, Black Rock, Braeside, Brighton, Brighton East (parts of), Cheltenham, Dingley, Edithvale, Hampton (parts of), Highett, Mentone, Mordialloc, Parkdale, Sandringham, Springvale South.

Reach

95% of all medical practices within the region.

Circulation time

Each newsletter edition is current for two months.

Newsletter description

16 page full colour publication. No inserts.

Newsletter size

A4 297mm deep X 210mm wide. Image area cannot go to or exceed the printed page.

Stock

Matt art 80gsm offering good half tone reproduction.

Publication deadlines and circulation dates 2011

Newsletter edition	Advertising deadline	Circulation date
Jan/Feb 2012	Friday 20 th January	Tuesday 7 th February
Mar/April 2012	Friday 23 rd March	Tuesday 17 th April
May/June 2011	TBA	
July/ Aug 2011	TBA	
Sept/Oct 2011	TBA	
Nov/Dec 2011	TBA	

Please note the above dates are a guide only. For confirmation of dates contact BGPN's Newsletter Coordinator on (03) 9553 2455 or email Sandra Lonergan: sandra.lonergan@baysidegpn.com.au

Bayside General Practice Network Advertising Terms and Conditions

Terms and Conditions

By offering this service to advertisers, BGNP reserves the right to:

1. **Accept or decline** any advertiser's material for whatever reason including content, space issues etc. **Priority is given to member advertising.**
2. If the advertiser has paid for the ad, then a full refund will be offered or a replacement advertisement can be supplied (subject to approval by BGNP);
3. BGNP will not be held responsible for the accuracy of or any missed or erroneous advertisement or any other error in the production of an advertiser's advertisement and limits any claim to no more than either a total refund or re-insertion at no extra charge.
4. **The invitation to offer advertising space to advertisers is an offer and does not constitute an agreement to accept any advertising material unless approved by BGNP.**
5. Businesses must take responsibility to notify BGNP of their request for advertising space for each edition. BGNP will not approach previous advertisers for current editions.

1 Community spirited advertisements

BGNP runs community spirited advertisements at no charge.

These are limited in number so bookings for any issue should be made as early as possible. Community spirited advertisements are limited in size to no more than a quarter page advertisement.

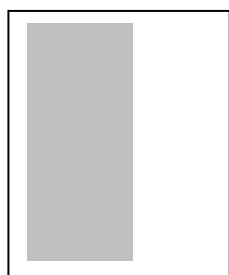
All "Community" ads must be approved by BGNP prior to inclusion.

Criteria for selection is based on *Not for Profit* organisations where placement of such material could offer a benefit by way of relevant or interesting information for the BGNP audience.

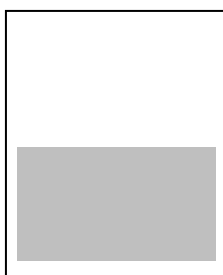
2 Paid Advertising

Display Advertisement Sizes

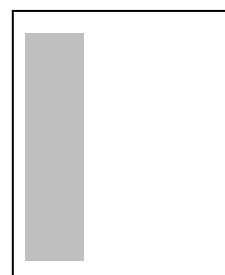
Half page (vertical)



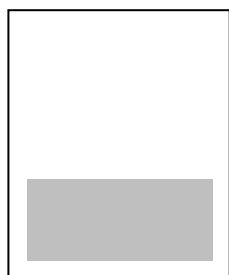
Half page (horizontal)



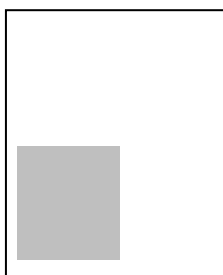
Third page (vertical)



Third page (horizontal)



Quarter page (or equivalent)



Display Advertisement Rates

Advertising in Bayside GP Network News is available in full colour or mono (black or grey). Final artwork should be supplied by the advertiser.

Discounts are offered for multiple bookings, with prices outlined below. Pricing is per edition. All pricing excludes GST.

Advertisement size	Colour	1 edition	2 editions	3 or more editions
Half page	Mono	\$290	\$265	\$235
	Colour	\$420	\$380	\$340
Third page	Mono	\$235	\$215	\$195
	Colour	\$300	\$275	\$245
Quarter page	Mono	\$140	\$130	\$120
	Colour	\$190	\$170	\$150

NB. All advertisements to be supplied in JPG format or on CD Rom.

Inserts

BGPN **does not** run inserts. Should you wish to have an insert you can either:

- 1 Incorporate the insert into a display ad by supplying artwork in JPG format (see display rates for sizings and cost); or
- 2 Request a special mailing through BGPN (see mailings information below).

3 Additional services

Mailings

Mailings are run at anytime by request. BGPN requires seven working days notice.

Mailings are \$65.00 for non profits, \$90 for institutions and \$170 for businesses. All mailing prices exclude GST.

The advertiser must supply the insert inside either a correctly franked or stamped envelope. Envelopes must be must be pre-stuffed and sealed.

BGPN reserves the right to inspect the contents of any envelopes supplied, but guarantees to re-seal any opened envelopes.