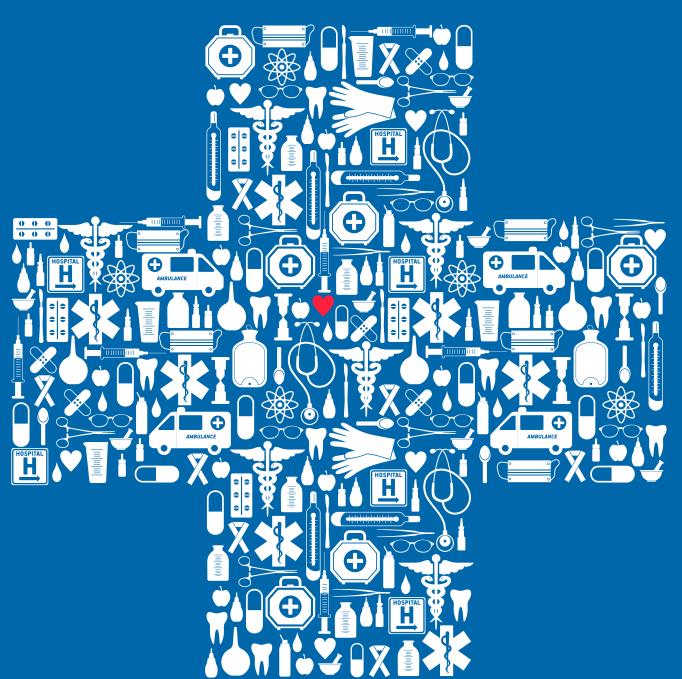
SUPPLIERS GUIDE

ADVERTISING OPTIONS 2017/18





www.hospitalsuppliers.com.au

HOSPITAL HEALTH SUPPLIERS GUIDE 2017/18 ADVERTISING OPTIONS



About the Hospital and Health Suppliers Guide

Connecting medical suppliers with key healthcare personnel and decision makers throughout Australia for the past 41 years.

Published annually since 1976, the Hospital & Health Suppliers Guide showcases Australia's top health suppliers and is complimented by our enhanced website that contains government updates, news, conferences and events. www. hospitalsuppliers.com.au



















HOSPITAL+HEALTH SUPPLIERS GUIDE ONLINE OPTIONS

OFFERING 'RICH CONTENT' CAPABILITY!

• Video and Photo Galleries • Products and Services Showcase • Interactive Map • and much more...

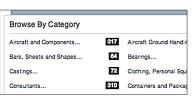


Plus much more

Our online platform also features Events, Browse by Capability, Category, Featured Listings, Latest News and Product Showcases.

Your online content is used to populate both the 'Company Information' and 'A-Z Classifications' sections and Services' section of the Hospital & Health Suppliers Guide print directory.

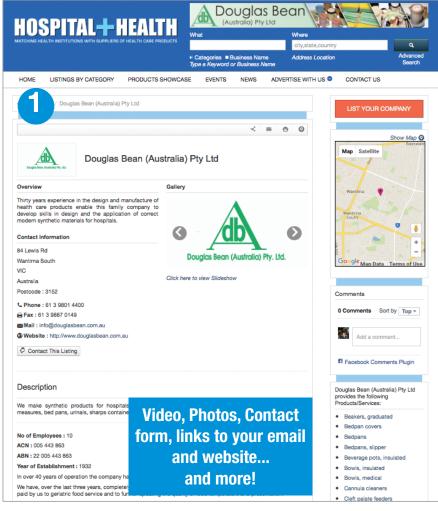








HOSPITAL+HEALTH SUPPLIERS GUIDE ONLINE OPTIONS



1. Rich Content Capability

Clients enjoying a Professional Listing or above can take advantage of attaching video, photos and contents to their online listing.

2. Prioritised Search Results

Results are displayed in accordance with the extent of the companies online content. Those with a full corporate listing and print profiles are first, then in descending order down to standard listings.

Each category is displayed alphabetically.



HOSPITAL HEALTH SUPPLIERS GUIDE 2017/18 ADVERTISING OPTIONS

COMPANY INFORMATION SECTION

DETAILED INFORMATION TO SHOWCASE YOUR COMPANY

Profiles are available in 4 options from a standard listing through to an extensive corporate listing*.

CORPORATE LISTING \$1,800 + GST (Logo + extensive content)

- · Full colour logo
- · Unlimited products / services categories
- · Unlimited capability statement
- · Live links to your company's website and email address on Hospital and Health Online Suppliers Guide

Professional Listing \$1,180 + GST (Logo + 50 word statement & 5 products)

Logo Listing \$600 + GST (Logo + Contact details & 2 products)

Standard Listing \$200 + GST (Contact details only)

*PLEASE NOTE: The Professional Listing is the level at which all clients can enjoy the extra support of 'rich' content capability with their listing online.

ADVERTISING RATES

DESCRIPTION	Rate ex. GST	Rate Inc. GST	Banner (12 months)	\$2,800	\$3,080
Corporate Professional Logo Standard	\$1,800.00 \$1,080.00 \$600.00 \$200.00	\$1,980.00 \$1,188.00 \$660.00 \$220.00	Banner (6 months) Web Tile (12 months) Web Tile (6 months) Product Showcase (1 mth) Business Card Dominant Slider (per week)	\$1,750 \$2,200 \$1,150 \$1,000 \$300 \$800	\$1,925 \$2,420 \$1,265 \$1,100 \$300 \$880

^{**}Monthly Direct Debit Terms are available

ARTWORK SPECIFICATIONS

Artwork & Text

Logos: 80mm wide x 60mm high - JPEG, TIFF, AI, EPS or POF Vector art converted to outlines - AL EPS or PDF Images/Photo art minimum 300dpi - JPES, TIFF or PSD Text: Please supply as word document

Our Key Media Partners









Web Advertising

d 380gx x 200gx.

IF supported. wide x 70gx

Logos: min size 500px wide x 250px high (JPS, GF or PNS)

Images: min size 500gx wide x 250gx high (JPS, GIF or PNS)

Doc Attachments: (POE, DOC, TXT, JPE, GIF or PNE)

Video Embed code: Maximum video code size







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