



pharma
Equipment

Give your marketing strategy the edge with Australia's
premier optometry print and digital communications

At a Glance

Authoritative and trusted communications in Optometry

No other publications and resources enjoy as trusted a relationship with their readers as those provided by Optometry Australia.

Positioned at the hub of this vibrant profession, *Pharma and Equipment* address clinical aspects of modern optometry, serving as a touchstone for information, advice and updates.

Our multi-channel advertising packages encompass our *Australian Optometry* website, email alerts and app. Together, they provide unbeatable exposure to a highly targeted, highly receptive audience.

As a non-profit organisation, Optometry Australia offers highly competitive advertising rates.

Why digital works

Optometrists rely on Optometry Australia for resources they need to succeed in practice. **www.optometry.org.au** offers exceptional ways to connect with the optometric community, providing a direct link to this exclusive audience.

Choose from one of our great value packages or talk to us about tailoring a solution to your marketing needs.



Multi-channel Exposure

Pharma and Equipment offer advertisers multi-media

PRINT

- **MAGAZINES**
Print advertising in our premium magazines
- **CLINICAL RESOURCE**
Our readers keep these dedicated, highly-valued magazines for future reference

DIGITAL

- **WEBSITE**
Digital advertising on our online *Pharma and Equipment* platform www.optometry.org.au
- **WEEKLY ALERTS**
Digital advertising in our *Australian Optometry* contents alert emails
- **APP**
Digital advertising on our *Australian Optometry* App for tablets and smartphones





About Pharma

A unique magazine valued by a highly-receptive audience

Pharma explores clinical aspects of modern optometric practice, with case reports and topical contributions from a range of highly-regarded practitioners and academics.

Pharma offers six therapeutic, accredited, clinical points per issue, a total of 24 points each year—as a free member service.

These online high-quality CPD modules reinforce *Pharma*'s value to and engagement with our members.

Pharma is distributed quarterly to 4,860 practising optometrists: 4,300 in Australia and 560 in New



How it works for you

- Your advertising message reaches an engaged audience that loves the useful clinical information delivered in an easily absorbed format
- You join leading pharmaceutical and diagnostic instrument companies in showcasing your products in a dedicated clinical magazine
- We tailor a print and digital package to suit you

94 per cent of Optometry Australia members* value *Pharma* for keeping them informed.

*Member Survey, Sep 2016



85 per cent of Optometry Australia members* value *Equipment* for keeping them informed.

*Member Survey, Sep 2016

About Equipment

One of a kind guide, with product reviews to interest every optometrist

Published annually in high-quality print and online, *Equipment* magazine is the benchmark buyers guide to state of the art ophthalmic equipment.

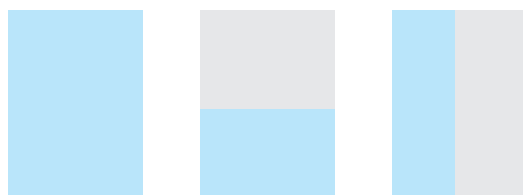
Equipment is an essential promotional vehicle for every manufacturer and distributor of ophthalmic instruments.

It is packed with popular product reviews and specialist articles written by some of Australia's leading optometrists and ophthalmologists.

Equipment is distributed annually in June to 4,300 practising optometrists in

How it works for you

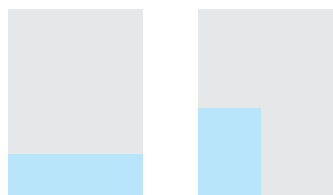
- **Reputation.** You join the annual 'marketplace of ideas' that has generated interest in the latest ophthalmic instruments for the past 20 years
- **Focus.** *Equipment* is mailed exclusively to the audience you want to reach: the practice owners and managers who make purchasing decisions
- *Equipment's* integrated advertising and editorial content opens doors for your reps



Full page
210 x 297 mm

Half page horizontal
210 x 147 mm

Half page vertical
102 x 297mm



Horizontal strip
210 x 70 mm

Quarter page
102 x 145mm

Print Advertising Rates

All rates **INCLUSIVE** of **GST**

Cost per insertion (\$)	
Full page (210 x 297 mm)	\$4,200
Half page horizontal (210 x 147 mm)	\$2,750
Half page vertical (102 x 297 mm)	\$2,750
Horizontal strip (210 x 70 mm)	\$1,200
Quarter page (102 x 145)	\$1,200

Contract rates available on application.

Pharma and Equipment
A4 magazines, printed four-colour offset

- Advertising material will be accepted as a PDF created in Adobe Acrobat 5 or later versions, distilled using the 'press optimised' setting.
- All fonts and graphics must be embedded.
- All graphics should be supplied in high-resolution format, 300 dpi or greater.
- Allow 5 mm for bleed.

Material deadline
two (2) months prior to publication

NOTE Creative design work
supplied by *Equipment* on behalf
of an advertiser will be charged to
the advertiser's account.

**Advertising enquiries
and material:**

Features Editor
Leanne Dawson
Business Development Manager
l.dawson@optometry.org.au
03 9668 2027



Digital Advertising Rates

All rates **INCLUSIVE** of **GST**

	Formats	Dimensions	Exposure	Rate
Pharma & Equipment Online				
www.optometry.org.au				
Homepage, premium position	Top Banner	400 x 100 pixels	2 weeks	\$440
	Right-hand Tile	267 x 200 pixels	2 weeks	\$220
Australian Optometry Weekly Alert email				
Email alert, premium position	Banner	360 x 90 pixels	once off	\$385
	Right-hand Tile	168 x 150 pixels	once off	\$220
Australian Optometry App				
Premium position	Banner	480 x 75 pixels	2 weeks	\$385

Contract rates available on application.

Advertising enquiries and material

Contact
Leanne Dawson
Business Development Manager
03 9668 2027
l.dawson@optometry.org.au

Colour format: RGB
Files to be supplied as GIF, JPG, JPEG or PNG
All creative material to be supplied with a click-through URL



ABN 17 004 622 431
Suite 101, 201 Clarendon Street
South Melbourne, Victoria 3205
03 9668 8500
editor@optometry.org.au
www.optometry.org.au

Contact

Leanne Dawson
Business Development Manager
03 9668 2027
l.dawson@optometry.org.au

Copyright©2017

General Information

Terms

The placing of advertising implies acceptance of the conditions laid down in this Media Kit. Booking requirements must be submitted on an Optometry Australia, advertiser's or advertising agency's official order form. Commission of 10 per cent is paid to agencies on payment made within 45 days of invoicing, otherwise strictly nett.

Advertisers undertake to pay the account in full on or before the due date. In default of such payment, advertisers undertake to pay late payment fees of 2.5 per cent per month on any amount outstanding and to indemnify us and pay all costs and expenses on a solicitor and own client basis if legal action is necessary, and/or collection agency fees that we may incur in recovering from you any overdue amount.

Australian Optometry reserves the right to reject advertising at any time.

Advertiser's responsibility

All advertisements are accepted on the understanding that the advertising agency and/or advertiser is authorised to publish the entire contents and subject matter of the advertisement.

Cancellation by an advertiser or agency of any portion of a contract nullifies all rates and/or position protection for the balance of the contract. Advertising is subject to two months notice of cancellation.

Pharmaceutical product information and click-throughs

All online pharmaceutical advertising must include a click-through to Patient Information, which may

be supplied as a website address, or a PDF of the Patient Information hosted on our servers.

There can be only one click-through per advertisement on HTML and website advertising. Patient Information must be in PDF format or a format that is able to be viewed on any platform.

Print and Digital material

Advertising material to be emailed to editor@optometry.org.au.

Advertisers will be charged for all production expenses to bring material to meet our specifications.

Payment

Invoices are rendered immediately following publication. Accounts are payable to Optometry Australia within 25 days from

the date of invoice.

Agency commission

Commission of 10 per cent is paid to agencies on payment made within 45 days of invoicing, otherwise strictly