

Advertising and promotion

The Metro North Brisbane Medicare Local is keen to provide opportunities for local healthcare providers and community organisations to promote their services and programs to both healthcare professionals and the community.

As a new organisation we are currently building our communications capacity to reach a large audience across the region, which includes medical and healthcare professionals, health service providers and non-government and community organisations.

The following advertising opportunities are available:

- DIY mail out
- Local Link
- Sponsorship
- Website (restricted)

In time, we will have a new website which will provide an online services directory and more opportunities to promote local services directly to consumers.

Our team are also available to visit you if you would like more information about the Medicare Local.

NOTE: The Medicare Local does not offer personal delivery of goods or materials.

DIY mail out

The Metro North Brisbane Medicare Local can provide a mailing list for the 270 general practices in the Medicare Local region. This list is available in a spreadsheet format to allow you to perform your own mail outs, in your own time. (Other health services not yet available).

Information included

- General practice name
- Postal address
- Phone
- Fax
- Approx number GPs recorded for each practice.

NOTE: The Medicare Local does not have the resources to conduct mail outs on behalf of other organisations. Due to privacy restrictions, the Medicare Local will not provide email addresses or individual's names or personal details.

www.mnbml.com.au

Suite 2, Ground Floor, Centro Lutwyche
543 Lutwyche Road, Lutwyche QLD 4030
PO Box 845 Lutwyche QLD 4030
t 07 3630 7300 f 07 3630 7333

Format

- Excel spreadsheet

Cost

- \$300 (inc GST)
 - Payment required prior to receipt of spreadsheet.
-

Local Link newsletter

Distribution

- Fortnightly via e-news linked to online PDF
- Electronic distribution: currently ~1,000
- Limited hardcopy run of ~200

Noticeboard

- Brief announcements about programs and services relevant to the local area.
- Details about community health-related events.
- Information about health promotion campaigns and programs.
- Clickthrough URL can be included (weblink or PDF to be supplied).
- Small logos or images can be included.
- Can be repeated as necessary.

Articles

- Brief stories from local health service providers, community-based services and public health services with the aim of informing readers about services and new programs and initiatives.
- Regular bookings not available.
- Logos and imagery welcome.

Professional development

- Basic entry of professional development, conferences and workshops not run by the Medicare Local.
- Date + event name + event organiser + clickthrough URL (weblink or PDF to be supplied).
- No cost. Events are also listed online.

Advertising

- Advertising space is limited to the back page of Local Link and appears in both the PDF and printed versions of Local Link.
- All advertising is to be pre-paid.

Size	Specs	Cost (inc GST)	Format
¼ page	Portrait 98 mm (w) x 130 mm (h) Landscape 200 mm (w) x 65 mm (h)	\$95	High resolution (300dpi) PDF
⅓ page	200 mm (w) x 90 mm (h)	\$125	
½ page	200 mm (w) x 140 mm (h)	\$200	
Book 2 or more issues	Any size	10% off total	

Conditions

- Inclusion is not guaranteed.
- The Medicare Local has final approval of all published material and reserves the right to omit or alter items.
- Submission of copy is the responsibility of the author and must be received by the Medicare Local by the specified date, or inclusion cannot be guaranteed.
- Images, photos and logos are to be provided as high resolution PDF or JPG or EPS files.
- Attachments cannot be included.

Deadlines 2012

Issue	Due date for content	Distribution date
#7 2012	26 March	30 March
#8 2012	10 April	12 April
#9 2012	23 April	26 April
#10 2012	8 May	10 May
#11 2012	21 May	24 May
#12 2012	4 June	7 June
#13 2012	18 June	21 June
#14 2012	2 July	5 July
#15 2012	16 July	19 July
#16 2012	30 July	2 August
#17 2012	13 August	16 August
#18 2012	27 August	30 August
#19 2012	10 September	13 September
#20 2012	24 September	27 September
#21 2012	8 October	11 October
#22 2012	22 October	25 October
#23 2012	5 November	8 November
#24 2012	19 November	22 November
#25 2012	3 December	6 December
#26 2012	17 December	20 December

Deadlines may change at short notice.

Submit to

e marissa.greci@mnbl.com.au

t 07 3630 7300

Sponsorship

The Medicare Local provides a professional development for general practitioners, general practice staff and other health professionals. Sponsorship opportunities are available for some of these events. Please contact us if you are interested in sponsoring an education event.

Website

Advertising on our website is currently limited to health professional and general practice positions vacant and a listing of professional development events.

Positions vacant

- Classified ad, no cost.
- Limited to 110 words.
- Clickthrough URL can be included (weblink or PDF to be supplied).

Professional development

- Basic listing of professional development, conferences and workshops not run by the Medicare Local.
- Date + event name + event organiser + clickthrough URL (weblink or PDF to be supplied).
- No cost. Events are also listed in Local Link.

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