



Site Description:

The Medical Journal of Australia website *eMJA* was established in 1995. The site's content primarily reports on clinical research findings and important developments in Australian healthcare. It also contains an extensive classifieds section and medical book shop. The site has open access site and is visited by both medical professionals and the public.

eMJA provides advertisers with an opportunity to reach a highly professional market. In addition to doctors and other allied health professionals, other visitors to the site also tend to have higher educations and net incomes.

Site Statistics:

- Average monthly page impressions n= 650,000 +
- Average monthly unique visitors n= 175,000 +

Further use details can be found online at <http://www.mja.com.au/cgi-bin/awstats.pl>

Current Rates for Banners (standard run of site banners) :

eMJA banner ads rates are based on a per 1,000 impressions (ie exposures) rate.

Banner Impressions (per month)	AUD\$
Up to -	
50,000	\$60.00 per thousand
100,000	\$50.00 per thousand
250,000	\$40.00 per thousand
500,000	\$30.00 per thousand
1,000,000	\$20.00 per thousand

Example : A booking for 100,000 impressions will cost 100 x \$50.00 = AUD\$5,000

Prices Excludes 10% GST which will be added to all Australian orders.

Minimum Order 15,000 impressions AUD\$900 + GST if applicable

MATERIAL REQUIREMENTS

Supply banner image size 468 pixels wide x 60 pixels high. Image size should not exceed 60K (if possible). Preferred format .GIF or .JPG

Send banner material to Attn: Peter Butterfield pbutterfield@ampco.com.au

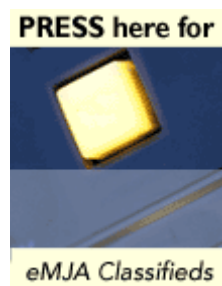
Advertising Standards

All ads submitted to the MJA are subject to editorial approval and must meet general conditions. Advertisers are responsible for ensuring advertisements comply with Commonwealth and State laws. Publication of any advertising material is ultimately at the discretion of the Editor.

BOOKINGS & INFORMATION

Contact - Peter Butterfield MJA Advertising Manager
Phone + 61 2 9562 6666 Email pbutterfield@ampco.com.au

Classified Pages Tiles



Tile ad spaces are also available for purchase on eMJA. Tiles appear on in the left-hand column of the advertising section pages located at <http://www.mja.com.au/classifieds/index.html>. Tiles ads are fixed in position and appear permanently. Bookings are for minimum one month appearance.

Current Rates for Tiles = \$675 per month plus GST.

Tile Specifications

Tile Size = Minimum 120(W) x 120(H) pixels. Maximum Depth is 160 pixels. Supply as a gif or animated gif file, or as Html code for redirects. Files should not exceed 50 Kb.

Frequently Asked Questions

eMJA Banner Advertising on <http://www.mja.com.au/>

Here are answers to some commonly asked questions about eMJA Banner advertising.

How do you sell banner advertising?

We sell banners by cpm (cost per thousand) ad impressions served. Every time a banner appears on a page, this is counted as one ad impression. For example, 150,000 standard banner impressions placed at \$50cpm equates to \$7,500 (150 x \$50 = \$7,500). Please note: the minimum monthly spend is \$900. See our rate card for prices. These prices are for media only. You also need to consider the costs incurred by creating a banner. This would normally be carried out by an advertising agency or, if need be, MJA can assist you.

How long should my campaign last?

This will depend on the size of your media budget and the objectives of your online campaign. When buying online media, you should consider how many impressions are generated on the site or sites in which you want to place an ad. For example, The Medical Journal of Australia site generates an average of one million page impressions per month. If you buy 200,000 page impressions at \$50cpm (which equates to \$10,000), you will be purchasing 20 percent of the available inventory over one month. You can check the current levels of MJA output by visiting <http://www.mja.com.au/usage/>

Where and when will my ad appear?

Banner ads appear the top of pages that carry banners and rotate throughout the website. Appearance ratios are set by eMJA and aim to provide the best frequency of appearance achievable based on the number of impressions reserved and any allocated time frames nominated by the client for a campaign. The frequency of appearance will vary depending upon the number of advertisers appearing on the site at the same time. Tile ads are fixed in position and only appear on allocated pages for agreed monthly time frames.

What are your banner specifications?

BANNERS - Banners appear at the top of all pages, except the home page.

Banner Size = 468 Wide x 60 Deep (pixels)

Supply as a gif or animated gif file, or as Html code for redirects. Files should not exceed 50 Kb

TILES - Tiles appear in fixed positions on specified pages.

Tile Size = Minimum 120(W) x 120(H) pixels. Maximum Depth is 160 pixels.

Supply as a gif or animated gif file, or as Html code for redirects. Files should not exceed 50 Kb

DELIVERY - Send files complete click-through address and appearance and instructions to: Peter Butterfield at pbutterfield@ampco.com.au

Standard Terms and Conditions for Advertisers

These Standard Terms and Conditions for Advertisers Apply to all electronic advertising bookings made with The Medical Journal of Australia Online (eMJA) published by the Australasian Medical Publishing Company Pty Ltd (AMPCo) ABN 20 000 005 854.

1. ORDERS FOR ADVERTISEMENTS : All bookings, orders or other requests by the Client for advertising on the eMJA are governed by these Standard Terms and Conditions for Advertisers. No other conditions, provisions or terms of any sort appearing in any documents or communications made in connection with any order, including without limitation those contained on or accompanying any cheques or other forms of payment, will be binding on eMJA whether in conflict with or in addition to these Standard Terms and Conditions for Advertisers. Orders which quote rates other than eMJA's then current published rates will not be binding on eMJA (unless approved by eMJA), and will be deemed requests for advertising on the terms of this Advertising Agreement at eMJA's then current rates. All orders are binding on the Client and cannot be cancelled after sixty (30) days prior to first scheduled publication date (except as provided below under paragraphs 7 and 8). The Client may not resell, assign or transfer any order for advertisements or content integration. The Client must submit to eMJA all finalised advertising material no later than five working days prior to the date on which the advertising campaign is scheduled to commence. eMJA may require the Client to submit an Advertiser's Application for Credit (supplied as a separate form for first time and non-account Clients) in which case eMJA will not be required to fulfil any of its obligations under this Advertising Agreement until such documentation has been properly executed by the Client, submitted to, and approved by, AMPCo.

2. ACCEPTANCE: Any offer by eMJA to publish advertisements for the Client is made on these Standard Terms and Conditions for Advertisers only, and the placement or other communication of an order for advertising with eMJA will constitute the Client's unconditional acceptance of these Standard Terms and Conditions for Advertisers. eMJA reserves the right to reject or cancel any advertising at any time in its sole discretion (including at any time after the commencement date). Any failure by eMJA to publish any requested advertisement will be deemed to constitute a rejection of the order for such advertisement, but does not constitute a breach of contract or otherwise entitle the Client to any legal remedy from eMJA or AMPCo.

3. PRODUCTION: If the Client asks eMJA to produce an advertisement the Client must: i) pay the "production fee" set out in any written quote provided to the Client, and ii) provide eMJA with all relevant material and design instructions at the time of completion of the order. All relevant material must be supplied in the manner and in the format eMJA specifies. eMJA will not be required to publish any advertisement, nor will it be liable for any form of loss, damage, liability or expense resulting from any delay or error in any publication, if the Client fails to supply eMJA with all relevant material in accordance with these Standard Terms and Conditions for Advertisers. eMJA will procure the production of the advertisement and submit it to the Client for approval. Included in the production fee is the opportunity to request amendments or alterations to the advertisement on one occasion only. Each subsequent request for amendment or alteration will incur an extra fee at eMJA's then current rates. The Client acknowledges that only one (1) piece of standard gif/jpeg media creative may be used per \$1,000 order for advertisements booked and one (1) piece of rich media creative per \$5,000 order for advertisements booked (prices exclusive of GST). Any additional creative submitted over this limit incurs a production charge of \$200 per creative.

4. RESPONSIBILITY FOR ADVERTISEMENTS AND CONTENT: The Client represents and warrants to eMJA that it is fully authorised to publish the entire contents and subject matter of all advertisements submitted to eMJA (including, without limitation, all text, graphics, icons, photographs, materials provided to eMJA for production purposes, URLs, and sites to which URLs are to be linked), and that all such contents and subject matter will comply with all applicable laws, regulations and relevant industry codes. If the relevant advertisement or integration content includes any information on a competition or promotion, the Client: i) acknowledges and agrees that neither eMJA or AMPCo is the promoter, ii) will ensure that the advertisement does not imply that eMJA or AMPCo is the promoter, iii) will ensure that the correct identity of the promoter is set out in the advertisement or on the website represented by the hyperlink embedded in the advertisement, and iv) will ensure that all applicable permits have been obtained, and all applicable regulations governing the conduct of the relevant competition/promotion have been complied with.

The Client agrees unconditionally to indemnify eMJA and hold eMJA harmless (including all of its officers, agents employees and affiliates) from and against any and all loss, damage, liability and expense (including all reasonable legal fees) suffered or incurred by reason of any claims, proceedings or suits based on or arising out of the publication of, or any act or omission in relation to, the advertisements or integration content, including but not limited to claims related to defamation, contempt of court, rights of publicity and/or privacy, copyright infringement, trade mark infringement, misleading or deceptive conduct and any failure to comply with or fulfill any representations, warranties or agreements made in the relevant advertisement or on any website represented by a URL shown or embedded in the relevant advertisement or any object in such advertisement.

5. POSITIONING & STYLE: All Banner ads will be rotated throughout the eMJA website on pages that carry banners. All order provisions regarding positioning of Tile ads or other fixed placement advertisement items will be treated as requests which will be fulfilled at eMJA's sole discretion. Advertisements that simulate eMJA's editorial matter in appearance or style, or that are not readily identifiable as advertisements, are not acceptable. eMJA may in its sole discretion label any advertisement as an "advertisement" for clarification and may stipulate other conditions to ensure that it is clear that the advertisement is not eMJA editorial matter.

6. LATE CREATIVE: All creative must be received by eMJA 5 working days prior to the start date for commencement of a campaign. An estimated percentage of impressions that have not run due to receipt of late creative will be calculated and will be cancelled from the total impressions to run at eMJA's sole discretion. If a Client books a campaign with less than 5 working days until the start date, eMJA does not guarantee that the campaign will be published in less than 5 working days from the date that the creative is received by eMJA, however eMJA shall use commercially reasonable endeavours to commence the campaign as soon as possible.

7. DELETE AND CHARGE: A cancellation by the Client of any type of advertisement activity within the period 28 to 15 days from the campaign date will be "Delete and Charged" for a value credit. Delete and Charge allows the Client to reschedule an activity to commence on a later date. All Delete and Charge activity must be published within 2 months of the date of notice of Cancellation. eMJA will use commercially reasonable endeavours to publish the activity in the original schedule. Rebooked placements are based on availability. The value credit must be used by the Client and is not transferable. The value credit must be used for the same type of activity; however a different product may be advertised. Cancellation of any activity by the Client within the 14 day period will be cancelled and charged to the Client and no value credit will be given.

8. RATE CHANGES: All of eMJA's advertising and production rates are subject to change at eMJA's sole discretion. eMJA

will use its commercially reasonable efforts to announce all advertising and production rate changes at least thirty (30) days in advance of their effective date. In the event eMJA makes a rate change in respect of a period (or any portion thereof) for which the Client has placed an order for advertising with eMJA and upon subsequent notice to eMJA by the Client that the Client wishes to cancel its order (or relevant portion) due to such rate change, eMJA will have the option of either: i) allowing the Client to cancel that portion of its order affected by the rate change in which case the order will be cancelled within thirty (30) days of receipt by eMJA of the relevant notice from the Client, or ii) acknowledging that the lower rate will apply for the remainder of the then current term of the Advertising Booking after which time, if the Booking is extended or renewed, all rates will be adjusted in accordance with eMJA's then current advertising and production rates and amended thereafter as notified by eMJA from time to time.

9. LINKS TO WEBSITES: The Client warrants and represents to eMJA that each website represented by any URL shown or embedded in any relevant advertisement or any object in any such advertisement or in any integration content: (i) is controlled and operated by the Client, its independent contractors or a client of the Client (in the event the Client is an advertising agency applying on behalf of its own client), (ii) will be functional and accessible at all times, (iii) will at all times operate in compliance with all applicable laws, regulations and relevant industry codes, and (iv) is suitable in all respects including subject matter to be linked to and from the eMJA website containing the advertisement or integrated content. eMJA may test all relevant URLs, and may remove any URLs which in eMJA's sole unfettered opinion fail to comply with the any of the above requirements at any time.

10. COMMITMENT & PAYMENT: By submitting a booking request to eMJA, the Client agrees to be liable for all relevant fees and costs of such order. Unless otherwise indicated in the relevant order and agreed by eMJA in writing, the Advertising Booking commences on the 1st day of the proposed month(s) that the campaign will run in according to the eMJA Booking Confirmation Form and will continue for the term set out therein. The Client will be invoiced monthly. Unless otherwise agreed by the parties in writing, payment terms are net thirty (30) days from the date of each eMJA invoice. All advertising fees not paid in accordance with this Advertising Agreement will accrue interest at the rate of 2% over the base rate quoted by Westpac Banking Corporation in Sydney on the date the payment becomes due. In addition to all other available rights and remedies, eMJA may cancel and remove any advertisement or integration content which is not paid for on a timely basis. Reinstatement after cancellation may require a new Advertising Booking (including all applicable fees). In the case of an approved advertising agency ("Approved Agency") only, the Approved Agency placing advertising with eMJA will be eligible to receive commission in accordance with paragraph 16 below. eMJA may terminate the Advertising Booking(s) at any time on 30 days' notice to the Client. The Client will be responsible for paying all amounts outstanding at the effective date of any termination or expiration of the Advertising Booking.

11. NO REPRESENTATIONS OR WARRANTIES; NO DAMAGES: The provisions of this paragraph are subject to the terms of the following paragraph regarding Australian consumer warranties. Any of eMJA's services which are the subject of these Standard Terms and Conditions for Advertisers are provided without warranties of any nature, and eMJA disclaims all warranties, express or implied, including without limitation any implied warranties of merchantability and fitness for a particular purpose. In no event will eMJA be liable for any form of loss, damage, liability or expense whatsoever including but not limited to consequential, indirect, incidental, or special damages, damages for loss of profits, business interruption, loss of or unauthorised access to information, and the like, even if eMJA has been advised of the possibility of such damages. For the avoidance of doubt, eMJA will not be liable to the Client for any form of loss or damage whatsoever arising from any discrepancy, fault or malfunction of any third party ad server. Any reporting provided by a third party ad server will be considered for indicative purposes only, and eMJA's ad serving software will be used for the purposes of metrics, billing and reporting under this Agreement, notwithstanding the results produced by any third party system. In no event will eMJA be liable to the Client for an amount in excess of the total dollar amount actually received by eMJA from the Client for the relevant advertisement(s) or integrated content. The Client acknowledges that eMJA has not made any warranties in respect of any advertisement, the use of statistics or the level of impressions to be achieved. eMJA will use its reasonable commercial endeavours to achieve the level of impressions set out on the relevant Advertising Booking Confirmation Form. In the event the level of impressions set out on the Advertising Booking Confirmation Form is not achieved during the relevant period, eMJA will continue (during a subsequent period at no cost to the Client) to run the relevant advertisement until the appropriate total number of impressions has been achieved. For the avoidance of doubt, eMJA does not make any representations about the number or placement of impressions available during the term of the Advertising Booking. The Client is not entitled to any reduction in fees due to eMJA achieving a level of page or ad impressions during the relevant period which is lower than that set out on the relevant Advertising Booking Confirmation Form.

12. GST: The Client will pay all taxes, duties and other government charges payable or assessed in connection with this Agreement whether applying as at the date of this Agreement or in the future including without limitation goods and services tax, other value added tax, sales or use taxes, stamp duty and turnover tax, but excluding taxes, duties and government charges assessed on the income of eMJA or its related parties.

13. AUSTRALIAN CONSUMER WARRANTIES: If this Agreement constitutes a supply of goods or services to a consumer as defined in the Australian Trade Practices Act 1974 or relevant legislation in force in Australian States or Territories ("the Acts") nothing contained in this Agreement excludes, restricts or modifies any condition, warranty, right or remedy pursuant to which the Acts are applicable or is conferred on the Client where to do so is unlawful, in which event eMJA's liability (or the liability of any of its affiliates) for any breach of this Agreement, including any liability for consequential loss which the Client may suffer or incur will be limited as eMJA may elect in its sole discretion, in the case of services supplied or offered by eMJA, to either (a) the supplying of the services again; or (b) the payment of the cost of having the services supplied again or, in the case of goods supplied or offered by eMJA, (c) the replacement of the goods or the supply of equivalent goods, (d) the repair of such goods, (e) the payment of the cost of replacing the goods or acquiring equivalent goods, or (f) the payment of the cost of having the goods repaired.

14. NO USE OF THE eMJA NAME: In consideration of eMJA's review for acceptance of any advertising for publication, the Client agrees not to make promotional or merchandising reference to "The Medical Journal of Australia", "MJA", "eMJA" or "Australasian Medical Publishing Company", or "AMPCo" in any way except with the express written authorisation of AMPCo.

15. GENERAL PROVISIONS: These Standard Terms and Conditions for Advertisers embody the entire agreement between the parties and supersede all prior and contemporaneous agreements, arrangements and understandings between the parties with respect to its subject matter. All existing advertising agreements between the parties (if any) are by agreement of the parties hereby terminated and of no further legal effect except for any provisions in such agreements which are expressed to survive termination or expiration. These Standard Terms and Conditions for Advertisers are governed by the laws of the State of New South Wales. The Client consents to the non-exclusive jurisdiction and venue of courts of New South Wales for all disputes arising out of or relating to this agreement. This agreement does not create a joint venture, partnership, employment, or agency

relationship between eMJA and the Client. eMJA will not be taken to have waived or modified any of term of the Advertising Booking except by an express statement in a document signed by a duly authorised representative of AMPCo. The Client may not assign any of its rights in this Advertising Booking without the prior express written consent of AMPCo. If any provision of these Standard Terms and Conditions for Advertisers is found invalid or unenforceable pursuant to judicial decree or decision, the remaining provisions will remain valid and enforceable, and the unenforceable provisions will be taken to be modified to the extent necessary to make them enforceable. eMJA may send electronic mail to the Client for any notices or notifications. All notices to eMJA relating to any legal claims or matters must be made in writing to The General Manager, Medical Journal of Australia, AMPCo House, 277 Clarence Street, SYDNEY, NSW 2000.

PARAGRAPHS 16, 17 18 AND 19 APPLY TO APPROVED AGENCY SALES ONLY.

16. COMMISSION: The Client will be eligible to receive a commission up to a maximum of ten percent (10%) of the value of the relevant advertising broadcast **ON THE CONDITION THAT** at all times payment for advertising is made on or before forty-five (45) days after the end of the relevant month in which the advertising was broadcast with time being of the essence in respect of punctual payment.

17. FURTHER REQUIREMENTS: If accepted by eMJA and registered as an Approved Agency, the Client must comply with the following: 1. The Client must disclose to its relevant client the amount of commission to be paid by eMJA to the Client; 2. The Client must not, at the time any commission would normally be payable to the Client, be in breach of any of these Standard Terms and Conditions for Advertisers or in breach of any other terms and conditions relating to advertising as advised by eMJA from time to time; 3. The Client must ensure that no individual client of the Client at any time provides more than 50% of the Client's total billings during any 12 month period; and 4. The Client must comply with each of the provisions of paragraphs 18 and 19 below during the term of the Advertising Booking and any extensions; The Client acknowledges that eMJA may at any time in its sole discretion reject the Client's status as an Approved Agency after which time the Client will no longer be an Approved Agency in respect of any order it places.

18. PROPOSED CHANGES: If accepted by eMJA and registered as an Approved Agency, the Client must advise eMJA immediately in writing of each of the following: 1. Any change to the Client's Constitution; 2. Any change of ownership of the Client's shares or allotment or issue of any new shares; 3. Any change in the Client's directors, principal officers, partners or proprietors; 4. Any other change in the Client's capital, membership or control; 5. Any proposal that the Client cease carrying on business or, if the Client is a partnership or firm, any change in the partnership; 6. Any proposal to form a different company, partnership or entity with any other party; 7. The Client becomes (or being in jeopardy of becoming) the subject of any form of insolvency administration; 8. The existence of any significant litigation against the Client; 9. Cancellation of any debtor insurance policy; 10. A material change in any information provided by or on behalf of the Client to eMJA as part of or in connection with the Client's application to become registered as an Approved Agency.

19. FINANCIAL INFORMATION: If accepted by eMJA and registered as an Approved Agency, the Client must provide promptly any financial and other information that eMJA reasonably requests from time to time including balance sheet and profit and loss account, client lists and debtor insurance status for each financial year or such other period as may be required. The Approved Agency must comply with such requirements as eMJA may advise as to the maintenance of adequate working capital or tangible asset cover for its liabilities or any other matter which may affect the capacity of the Approved Agency to be able to meet its financial commitments. The Approved Agency must, if required by eMJA, maintain debtor insurance in respect of its clients as eMJA may require and provide, when requested, a copy of any policy document together with a Certificate of Currency indicating the amount of insurance cover applicable for each client of the Approved Agency.

Last updated at 1 September 2009