



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 $n = >1,000,000$
- Average monthly unique visitors $n = >500,000$

Current Rates (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 $100 \times \$50.00 = \text{AUD}\$5,000$

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
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