About AusPharm

AusPharm is a suite of websites that provides content for pharmacists and others in the pharmacy industry in Australia. AusPharm(e)news is a daily (html formatted) ezine that pulls together new content published on each of these sites.

If your organisation seeks to target pharmacists in Australia, there is no better (or cost effective) way to do this than by advertising on our websites and in the AusPharm(e)news.

Because our publications are electronic and, therefore, have minimal costs associated with distribution (and no printing costs), we can offer advertising reach at a fraction of the cost of the hard copy alternatives.

AusPharmList is a discussion group for pharmacists in Australia. It has been operational for more than 13 years. AusPharmacist.net.au is essentially a link page, or portal, that links to sites likely to be of interest to pharmacists in Australia. It was originally designed to be set as a community pharmacy’s homepage and this is fact what many pharmacists have done and new users do. AusPharm.net.au is the page on which most new content appears, including the weekly polls, the feature articles, the Continuing Education and the News pieces. AusPharm(e)news is a (html formatted) daily ezine that pulls together new content published on each of these sites. It is emailed to subscribers each weekday morning between about 7.00AM and 9.00AM (eastern Australian time). Currently, approximately 3,400 AusPharm members receive this in their inbox each day.
Between them, the AusPharm websites receive between 20,000 and 25,000 visits a week. As of March 2009, there are over 6,500 registered users. This number is growing at the rate of between 50 and 100 a month. Registrations commenced in July 2004.

The members are predominantly Australian pharmacists. The websites are currently paid for by sponsorship/advertising revenue and by the subscription fees paid by 'premium' members. If your organisation seeks to target the pharmacy industry in Australia, there is no better way to do this than by advertising on our websites and in the (e)news.

### Membership of AusPharm: March 2009

<table>
<thead>
<tr>
<th>Category of member</th>
<th>Total number of registered members</th>
<th>Number receiving the daily AusPharm(e)news</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community</td>
<td>4048</td>
<td>2089</td>
</tr>
<tr>
<td>Hospital</td>
<td>1096</td>
<td>563</td>
</tr>
<tr>
<td>Consultant</td>
<td>589</td>
<td>326</td>
</tr>
<tr>
<td>Industry</td>
<td>573</td>
<td>278</td>
</tr>
</tbody>
</table>

Notes: The total number of registered members shown is the total of all who have EVER registered. My best estimate of those who have dropped off (ie non-active) is about 300. This means that the total number shown for each category...
is a little high but the number shown receiving the AusPharm(e)news is correct. As people can nominate multiple categories when they register the total is NOT the sum of each category.

Indicative AusPharm advertising rates - effective March 2009

These rates are published as a guide only - substantial discounts are available for 'package' deals.

The AusPharm websites are, in effect, three discreet websites (www.auspharm.net.au, www.auspharmacist.net.au and www.auspharmlist.net.au) although to those using the site(s) the three sites appear to be one. The AusPharm(e)news is a daily ezine emailed to subscribers that pulls together new content published on each of these sites. Each of the websites has a basic external advertising framework surrounding the main content. All pages and sub-pages on the sites have the same framework.

AusPharm(e)news Advertising

As you review the options below please refer to http://www.auspharm.net.au/premium.htm and http://www.auspharm.net.au/basic.htm examples of the 'premium' and 'basic' versions of the (e)news in which we have placed examples of all of the advertising opportunities described below.

As with the websites there are a series of logos down the right hand side of the (e)news. These also comprise two groups, the "main" group (the top 8-10 logos) and the "secondary" group (the rest).

Display of a logo in the "main" group in the (e)news is $100 for one day, $400 for a week (5 issues) and $1200 for a month (20 issues). For the secondary group the rates are $65, $250 and $650.
There are three ad sizes available for insertion into the top part of each day's (e)news. Please refer to the online examples given above to review these. These must be either jpg or gif in format.

Advertisements can also be incorporated directly into the (e)news between the text of the third and fourth and the tenth and eleventh AusPharmList posts.

The fee for this is $100 (between third and fourth posts) and $75 (between tenth and eleventh posts). These inserts must be less than 700 x 700 pixels in size and can be either jpg, gif in format. Please refer to the online examples given above to review these.

The 'basic' version of the (e)news does not have the text of AusPharmList posts in it, except for the ‘Post of the day’. This encourages people to scroll down through the (e)news so that they too see the inserted ads.

Website advertising

Advertising options are the same for each of the 3 websites. Each site features one banner at the top of the site. These banners must be exactly 370 x 60 pixels in size. The monthly fee to insert a banner is $400 for 1 site and $800 for all three sites.

Banners cycle on each site on an hourly basis and there are a maximum of six banners in operation at any one time. Therefore, each banner displays for a minimum of one hour in every six on each of the three sites.

Each site also has the capacity to accommodate several buttons down the right and left hand columns. These buttons need to be a maximum of 115 x 115 pixels in size. There are 2 groups of buttons, the “main” group, consisting of the top 8-10 buttons and the “secondary” groups, all of the rest. The monthly fee to insert a button into the “main group” is $300 for one site and $600 for all three. For the “secondary” group the rates are $200 and $400.

The exact location of buttons within the groups on each site cycles (automatically) on a daily basis from the top to the bottom.
Buttons and banners may be gif, jpg, png or swf files.

**Employment advertising**

Employment advertising is managed for AusPharm by AusPharmJobs.net.au.

Please visit [www.auspharmjobs.net.au](http://www.auspharmjobs.net.au) for more information or contact mark@auspharm.net.au

If you have a promotional idea not specifically mentioned here we’d love to discuss it with you.

Further information:
Mark Dunn
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03 6239 6102 or 0427 981517

*(All rates quoted above are exclusive of GST)*