

2020 Advertising Rate Card



Wound Practice and Research



Leaderboard Ads (JPEG Files)

2020 px wide x 156 px high **Maximum file size 100KB**

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Wound Practice and Research, the official journal of Wounds Australia, is published quarterly (hard copy and electronically) in March, June, September and November. *Wound Practice and Research* is the foremost reference journal for wound care specialists in Australia and New Zealand. It is received by over 3000 clinicians involved in this specialist area, including those influential in purchasing, as well as hospital, health and medical libraries.

Square Ads (JPEG Files)

380 px wide
x
380 px high

Maximum file size 100KB

Advertising rates per issue

Leaderboard / SOV*	100%	50%	25%
4 Issues	\$1980	\$1290	\$860
Casual	\$2330	\$1490	\$990

Square / SOV*	100%	50%	25%
4 Issues	\$1490	\$990	\$660
Casual	\$1750	\$1170	\$780

Notification email	
4 issues	\$1690
Casual	\$1990

The above rates **DO NOT** include GST, production costs or agency commission.

*SOV Banner advertisements will be available on a percentage share of rotations (Share of Voice) on all pages

Frequency / Deadlines

Journal issue	Booking deadline	Material deadline
March	06 February	13 February
June	08 May	15 May
September	07 August	14 August
November	30 October	06 November

Cancellations

Cancellations after the booking deadline, but prior to the artwork deadline, will be subject to a 50% charge. Cancellations after the artwork deadline will be charged at the full rate.

Artwork submissions – Send all advertising artwork to WPR@cambridgemedia.com.au

JPEGs at the relevant size for the online journal.



Advertising enquiries to Simon Henriques
Telephone +61 8 6154 3912
Email simonh@cambridgemedia.com.au