

# 2020 Advertising Rate Card



## Journal of Child and Youth Health

Official Journal of the Australian College of Children and Young People's Nurses

### Leaderboard Ads (JPEG Files)

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

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The *Journal of Child and Youth Health* is the official Journal of the Australian College of Children and Young People's Nurses

The electronic journal will be published three times a year and accessed by 700 health professionals purchasing and/or recommending products and services to assist in the care of our young. In addition to clinically-orientated material, the journal provides a forum for research reports and discussion papers.

ACCYPN is the only national nursing professional organisation that has children and young people as its core focus. Through direct membership ACCYPN forms an influential professional body acting on behalf of children, young people, families and the nurse who cares for them.

ACCYPN recognises children and young people's nursing as specialty nursing practice and advocates for the specialty irrespective of the setting in which children and young people are cared for.

### Square Ads (JPEG Files)

380 px wide

x

380 px high

**Maximum file size 100KB**

## Advertising rates per issue

Leaderboard / SOV*	100%	50%	25%
3 Issues	\$1550	\$930	\$540
Casual	\$1820	\$1090	\$640

  

Square / SOV*	100%	50%	25%
3 Issues	\$760	\$450	\$270
Casual	\$890	\$530	\$320

  

Notification email	
3 issues	\$650
Casual	\$760

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 2020

Journal issue	Booking deadline	Material deadline
April	05 April	12 April
August	09 August	16 August
November	14 October	21 October

### 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 [JCYH@cambridgemedias.com.au](mailto:JCYH@cambridgemedias.com.au)

JPEGs at the relevant size for the online journal.



Advertising enquiries to Simon Henriques  
Telephone +61 8 6154 3912  
Email [simonh@cambridgemedias.com.au](mailto:simonh@cambridgemedias.com.au)