

2023 Advertising Rate Card



Leaderboard Ads (JPEG Files)

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The *Journal of the Australasian Rehabilitation Nurses' Association* is published three times a year and is the official journal of the Australasian Rehabilitation Nurses' Association. It features articles on research, literature reviews, quality improvement activities, education initiatives and professional issues as well as regular updates from the Australasian Rehabilitation Outcomes Centre.

Rehabilitation nurses are involved in all aspects of every patient's rehabilitation. This includes guiding and supporting patients with mobility, activities of daily living, continence, wound management, medications, showering, dressing, grooming, home cleaning/maintenance, sexuality, body image, self esteem, coping skills, leisure and recreation.

The Australasian Rehabilitation Nurses' Association uses JARNA to pursue its vision that 'rehabilitation is part of every nurse's practice'.

Advertising in this journal provides a great opportunity to reach a growing specialist profession relevant to all aspects of the healthcare industry.

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

Journal issue	Booking deadline	Material deadline
April	15 March	22 March
August	26 July	2 August
November	15 November	22 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 JARNA@cambridgemedias.com.au

JPEGs at the relevant size for the online journal.



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