

# 2023 Advertising Rate Card



## Australian Journal of Child and Family Health Nursing



MATERNAL, CHILD  
AND FAMILY HEALTH  
NURSES AUSTRALIA LTD

### Leaderboard Ads (JPEG Files)

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

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The Maternal, Child and Family Health Nurses Australia is the national body representing groups of nurses delivering parenting services to families with infants and young children up to five years of age.

The nurses provide support for maternal health and well-being and provide guidance and advice on all aspects of parenting including breastfeeding, daily care, common health concerns, nutrition, safety, development and early education.

Many maternal and child health nurses also specialise in related areas such as initiation and maintenance of lactation in the breastfeeding mother.

The benefits of advertising to this group of 1200 specialists members is that the MCFHNA Journal reaches maternal and child health nurses across Australia AND that these nurses directly advise parents on infant care products.

### Square Ads (JPEG Files)

380 px wide  
x  
380 px high

**Maximum file size 100KB**

## Advertising rates per issue

Leaderboard / SOV*	100%	50%	25%
2 Issues	\$1770	\$1060	\$630
Casual	\$2080	\$1250	\$750
Square / SOV*	100%	50%	25%
2 Issues	\$990	\$590	\$350
Casual	\$1160	\$700	\$420
Notification email			
2 issues	\$990		
Casual	\$1160		

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
June	10 May	17 May
December	8 November	15 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 [AJCFHN@cambridgemedias.com.au](mailto:AJCFHN@cambridgemedias.com.au)

JPEGs at the relevant size for the online journal.



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