

# 2023 Advertising Rate Card



AUSTRALIAN + NEW ZEALAND  
**CONTINENCE JOURNAL**



Continence  
Foundation  
of Australia

**continence** <sup>NZ</sup>

## Leaderboard Ads (JPEG Files)

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

**Current Issue**

**Previous Issues**

**Journal Information**

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The Australian and New Zealand Continence Journal is the official journal of the Continence Foundation of Australia and the New Zealand Continence Association. In 2022 the journal will be published online, quarterly, for members of each society in Australia and New Zealand, these members include urology specialists, doctors, physiotherapists, continence workers working in hospitals, aged care and hospice facilities, pharmacies etc.

The journal reaches 2000 decision makers who buy, recommend and/or prescribe continence 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%
4 Issues	\$1980	\$1290	\$860
Casual	\$2330	\$1490	\$990

  

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

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
February	25 January	1 February
May	19 April	26 April
August	19 July	26 July
November	18 October	25 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 [ANZCJ@cambridgemedias.com.au](mailto:ANZCJ@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)**