

2019 Advertising Rate Card



VASCULAR ACCESS



Leaderboard Ads (JPEG Files)

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

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VASCULAR ACCESS, the official journal of the Australian Vascular Access Society (AVAS), advances research and education in the emerging multi-disciplinary vascular access specialty.

Recognised as the Australian national authority in vascular access, AVAS is dedicated to exceeding the public's expectations of excellence by setting the standard for vascular access care.

VASCULAR ACCESS presents new research, clinical reviews, case studies, product innovations, professional development information and product advertisements on an electronic platform.

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	\$1550	\$930	\$540
Casual	\$1820	\$1090	\$640

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

Notification email	
2 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 2019

Journal issue	Booking deadline	Material deadline
April	16 April	23 April
October	08 October	15 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 VA@cambridgemedias.com.au

JPEGs at the relevant size for the online journal.



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