

# auspharm.net.au Pty Ltd

62 McKenzies Road  
LESLIE VALE Tas 7054  
ABN: 74 109 566 805

www.auspharm.net.au  
info@auspharm.net.au  
Tel/fax: (03) 6239 6102

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## About AusPharm

AusPharm is a suite of publications that provides content for pharmacists and others in the pharmacy industry in Australia. Content is produced by pharmacists, for pharmacists.

If your organisation seeks to target pharmacists in Australia, there is no better or cost effective way to do this than by advertising on our websites and in the AusPharm(e)news daily ezine.

Because our publications are electronic and, therefore, have minimal costs associated with distribution (and no printing costs), we can offer advertising reach at a fraction of the cost of the hard copy alternatives.

We land an email in the form of our AusPharm(e)news in over 4,400 inboxes each weekday morning. Another 4,300 members have access to our material through the websites.

Established in 1997, the [AusPharmacist.net.au](http://AusPharmacist.net.au) website is where most of our content appears, including the weekly polls, the feature articles, the Continuing Education, the news pieces, the Joke and Photo of the week and more. It is also a 'link' page, or portal, that links to sites likely to be of interest to pharmacists in Australia. It was originally designed to be set as a community pharmacy's homepage and this is fact what many pharmacists / pharmacies have done and new users do. We estimate it is set as the home page on at least 1,500 pharmacy dispensing computers.

[AusPharmList](#) is a discussion group for pharmacists in Australia. It has been operational for more than 15 years.



auspharm.net.au and its related sites are operated by auspharm.net.au P/L, a company owned by Tasmanian pharmacists Mark Dunn and Tony Wiss



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**AusPharm(e)news** is a (html formatted) daily ezine that pulls together new content published on each of these sites. It is emailed to subscribers each weekday morning between 7.00AM and 9.00AM (eastern Australian time). Currently, over 4,400 AusPharm members receive this in their inbox each day. Many others download it from the website each day.

Between them, the AusPharm websites receive between 15,000 and 20,000 discreet visits a week. As of September, 2011 there are just over 8,700 registered users. This number is growing at the rate of between 50 and 100 a month. Registrations commenced in July 2004.

The members are predominantly **Australian pharmacists**.

The websites are funded by the subscription fees paid by 'premium' members and by sponsorship/advertising revenue.

*If your organisation seeks to target the pharmacy industry in Australia, there is no better way to do this than by advertising on our websites and in the (e)news.*

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## Membership of AusPharm: September 2011

Total number of registered members **8706**

Category of member	Total number of registered members	Number receiving the daily AusPharm(e)news
Community	5433	2862
Hospital	1413	727



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Consultant	757	424
Industry	727	356

Note: As people can nominate multiple categories when they register the total is NOT the sum of each category.

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## Indicative AusPharm advertising rates - effective September 2011

These 'spot' rates are published as a guide only - substantial discounts are available for 'package' deals (see below). We can tailor a package to suit the needs of any advertiser.

The AusPharm websites are, in effect, two discreet websites ([www.auspharmacist.net.au](http://www.auspharmacist.net.au) and [www.auspharmlist.net.au](http://www.auspharmlist.net.au)) although to those using the site(s) the two sites appear to be one. The AusPharm(e)news is a daily ezine emailed to subscribers that pulls together new content published on each of these sites. Each of the websites has a basic external advertising framework surrounding the main content. All pages and sub-pages on the sites have the same framework.

### AusPharm(e)news Advertising

As you review the options below please refer to

<http://www.auspharmacist.net.au/premium.htm> and  
<http://www.auspharmacist.net.au/basic.htm>

demonstrations of the 'premium' and 'basic' versions of the (e)news in which we have placed examples of all of the advertising opportunities described below.



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As with the websites there are a series of logos down the right hand side of the (e)news. These also comprise two groups, the "main" group (the top 10-15 logos), which appear in the top section of the (e)news and the "secondary" group, which appears lower down in the (e)news, next to the AusPharmList posts and the 'In the News' items.

Display of a logo in the "main" group in the (e)news is \$100 for one day, \$250 for a week (5 issues) and \$500 for a month (20 issues). For the secondary group the rates are \$65, \$150 and \$250.

Advertisements can also be incorporated directly into the (e)news between the text of the 3rd and 4th, the 10th and 11th and the 15th and 16th AusPharmList posts.

The fee for this is \$150 (between third and fourth posts) and \$100 for the other two spots. Please refer to the online examples given above to review these.

The 'basic' version of the (e)news does not have the text of AusPharmList posts in it, except for the 'Post of the day'. This formatting encourages people to scroll down through the (e)news so that they too see the inserted ads.

## Website advertising

Each of the websites features a banner at the top of the site. The monthly fee to insert a banner on the sites is \$600.

Banners cycle on each site once every minute and there are a maximum of six banners in operation at any one time. Therefore, each banner displays for a minimum of one minute in every six on each of the sites.

Each site also has the capacity to accommodate several buttons down the right and left hand columns. There are 2 groups of buttons, the "main" group, consisting of the top 10-12 buttons and the "secondary" groups, all of the rest. The monthly fee to insert a button into the "main group" is \$500 and the "secondary" group, \$300.



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The exact location of buttons within the groups on each site cycles (automatically) on a daily basis from the top to the bottom of the group.

## Advertising packages

Typically, advertisers negotiate a package that suits their individual needs involving a mix of the options detailed above. Here are three examples that you can use as a guide. The first two are best described as 'sponsorships' and provide a permanent presence in our publications for a fraction the cost of hard copy advertising with the print based journals.

### Option 1: Gold level sponsorship

Cost: \$10,000 p/a

- Permanent display of a banner in the website banner cycles
- Permanent display of a button in the main AND secondary groups on both websites and in the (e)news
- Weekly insertion of a panel ad in the (e)news between AusPharmList posts
- Publication of two or three 'advertorials' during the year
- Unlimited premium memberships for company staff / associates
- The running of a relevant poll once during the year

### Option 2: Silver level sponsorship

Cost: \$6,000 p/a

- Permanent display of a button in the main group on both websites and in the (e)news
- Weekly insertion of a panel ad in the (e)news between AusPharmList posts
- Up to 5 premium memberships for company staff / associates



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## Option 3: Bronze level advertising package

Cost: \$1,000

- Display of a button in the main group on both websites and in the (e)news for one week
- Publication of an 'advertorial'
- Weekly insertion of a panel ad in the (e)news between AusPharmList posts for the 4 following weeks

Option 3 is a good way to create awareness for a new product or service and is frequently taken up by advertisers.

These three options are provided as examples only - we can tailor a package to suit any advertiser.

### Employment advertising

Employment advertising is managed for AusPharm by AusPharmJobs.net.au. Please visit [www.auspharmjobs.net.au](http://www.auspharmjobs.net.au) for more information or contact [mark@auspharm.net.au](mailto:mark@auspharm.net.au)

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If you have a promotional idea not specifically mentioned here we'd love to discuss it with you.

Further information:  
Mark Dunn  
[mark@auspharm.net.au](mailto:mark@auspharm.net.au)  
02 6163 6780

(All rates quoted above are exclusive of GST)



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