

# Advertising Prospectus

Medical Student Journal of Australia

[msja.edu.au](http://msja.edu.au)



## About us...

The Medical Student Journal of Australia (MSJA) is dedicated to bringing students of medicine, nursing, allied health, pharmacy and dentistry the best peer-reviewed research and information in a clinically useful and engaging way.

The journal accepts manuscripts from medical and other health students and recent graduates from Australia and the Asia-Pacific region.

The MSJA is available online to all 30,000 Australian health students and to all international students through both the journal website at [msja.anu.edu.au](http://msja.anu.edu.au) and the ANU e-view publications website [eview.anu.edu.au](http://eview.anu.edu.au). A limited number of paper copies is also produced.

MSJA ascribes to a rigorous editing and peer-review process to appraise manuscripts for quality, clarity, and originality. The editors are passionate about providing a medium through which students and junior professionals of different disciplines may publish their research, communicate their views on topical issues and gain further insights into clinical and career education.

MSJA is run by students from The Australian National University Medical School (ANUMS). The MSJA was the first journal of its kind in Australia, and it endeavours to connect the health workforce of Australia's future.

## Contact Details

Edition [medicaljournal@anu.edu.au](mailto:medicaljournal@anu.edu.au)  
Manager

### Mailing Address:

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Acton, ACT 0200  
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## Partner with the MSJA and you will...

- Take the lead in your industry by reaching current and future clinicians, academics and other health professionals from diverse educational and cultural backgrounds.
- Establish a relationship with, and have the opportunity to influence over 30,000 receptive and intelligent health graduates in Australia plus have unlimited access worldwide via our up-to-date website.
- Reach this unique and respected audience with high quality printed advertisements at our highly competitive rates.
- Be the driving force behind today's health students, and the future of medicine!



*"One of the essential qualities of the clinician is interest in humanity, for the secret of the care of the patient is in caring for the patient."*  
Francis Weld Peabody 1881-1927

## Distribution

As an indication of the number of readers, in a six month period in 2012 the online website had 7816 unique visitors. There were 6839 complete downloads of the pdf version of Volume 2 Issue 2 from eView in a six month period in 2011.



# Prices & Packages

	6-monthly impressions, appears every page on website rotated with other advertisers at 25% advertising weight	Size (px)	Cost per issue
Online journal website	Banner	728 x 90	880
	Box	300 x 250	880
BONUS OFFER: PDF eView journal format	All online advertisements include a space of up to half a page in our electronic pdf format of the journal on eView.		



Please ask us if you have advertisement requirements not discussed within this document, as MSJA would be glad to accommodate custom sizes and shapes

All prices are inclusive of GST

## Requirements for online journal advertisements: (msja.edu.au)

Static or animated formats are accepted (.gif, .jpg and .swf files).



Banner



Box

## Requirements for electronic pdf eView journal: (eview.anu.edu.au)

Preferred file formats: High-quality JPG (300dpi, at least 1000px on one side)

Logo: Please provide your logo as a separate vector image and provide a website URL.

## Delivery

1. Email documents to [medicaljournal@anu.edu.au](mailto:medicaljournal@anu.edu.au) (max size <5mb per email)

2. Mail DVD/CD to the MSJA:

Please see attached mailing address  
Please title email subject heading as:  
Attention Advertising  
[medicaljournal@anu.edu.au](mailto:medicaljournal@anu.edu.au)

## Advertising Standards:

All advertisements submitted to the MSJA are subject to editorial approval and must meet general conditions. Advertisers are responsible for ensuring advertisements comply with Commonwealth and State laws. Publication of any advertising material is ultimately at the discretion of the Editor.

For more details please contact:

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