

2024 AIMA ADVERTISING BOOKING FORM

AIMA Monthly E-Newsletter

The Australasian Integrative Medicine Association (AIMA) publishes a monthly e-newsletter which is emailed to all AIMA members plus those who have subscribed to receive it – a total of 3,700 active and engaged subscribers. AIMA members include medical doctors and allied health care professionals who have a specific interest in Integrative Medicine. All doctors are AHPRA/MCNZ registered. Members predominantly reside in Australia and New Zealand, with smaller numbers in the United States, Canada, Europe, and the rest of the world. The e-newsletter is also published on the AIMA Facebook pages (Main page 3,000+ followers, NZ page 540+ followers), LinkedIn profile (2,000 followers), and the LinkedIn page (500+ followers) and as a news post on the AIMA website. The average open rate is 36% (above industry average) with an average click rate of 3.6%. Contents vary month to month but will generally include:

- A letter from AIMA's President/AIMA Board member with recent developments in the field of integrative medicine
- Updates and news relevant to doctors and allied health practitioners
- Event listings
- Job vacancies
- Interesting research snippets from reputable research publications

Please complete, scan, and email this form to newzealand@aima.net.au to secure your booking.

Booking Details

COMPANY NAME:

ABN#:

CONTACT NAME:

BILLING ADDRESS:

EMAIL:

WEBSITE:

PHONE:

Advertising Options (please select)

- Graphic Advertisement** – includes image (jpeg/png) 800px wide by 600px high linked to external website
- Event listing** – text of up to 200 words, image (jpeg/png) 800px wide by 600px high (linked to URL) and link to URL within text.
- Job listing** – text of up to 200 words, link to your website and display of your logo. Listing will also be displayed on <https://www.aima.net.au/jobs/> webpage.
- Job/Event website-only listing** – text of up to 200 words and link to your website to be listed on jobs or news page on AIMA website.

	1 edition	2-4 editions
<input type="checkbox"/> Graphic Advertisement – includes image (jpeg/png) 800px wide by 600px high linked to external website	\$330	\$280ea
<input type="checkbox"/> Event listing – text of up to 200 words, image (jpeg/png) 800px wide by 600px high (linked to URL) and link to URL within text.	\$280	\$230ea
<input type="checkbox"/> Job listing – text of up to 200 words, link to your website and display of your logo. Listing will also be displayed on https://www.aima.net.au/jobs/ webpage.	\$150	\$125ea
<input type="checkbox"/> Job/Event website-only listing – text of up to 200 words and link to your website to be listed on jobs or news page on AIMA website.	\$130	n/a

Booking summary

Description	Price
<i>Include description and include any copy text here e.g. 1 x graphic advertisement for publication in May and June 2024 newsletters</i>	
	Cost excluding GST
	TOTAL COST INCLUDING GST

Please note, prices are to be paid in the currency where the company's head office is located e.g., AUD or NZD. GST to be added to Australian organisations only.

Agreement Authorisation

On behalf of the organisation mentioned above, I (name and signature below) confirm the advertisement booking indicated above. I understand that my organisation will be invoiced for the advertising price (total cost) as indicated. I confirm that I hold the authority to incur these charges on behalf of my organisation. I accept the Terms and Conditions outlined in this proposal.

TITLE: FIRST NAME: SURNAME:

POSITION:

SIGNATURE: DATE:

Payment Method

Please email me a tax invoice and I will arrange payment by direct deposit. A receipt will be sent once payment has been processed.

OR

Please charge the credit card below. A receipt will be sent once payment has been processed.

CARD HOLDER'S NAME:

CARD NUMBER:

EXPIRY:

CCV:

SIGNATURE:

DATE:

ARTWORK DEADLINE

All copy/artwork to be emailed to newzealand@aima.net.au by COB on the **first Monday of the month**. The e-newsletter is sent on the first Friday of each month. Positioning/placement of the material within the newsletter is at the discretion of AIMA. Advertising space in each monthly edition is limited.