



MEDIA KIT 2021

WHY ADVERTISE WITH SHPA?

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The Society of Hospital Pharmacists of Australia (SHPA) comprises Australia's leading hospital pharmacists, technicians and pharmacy assistants.

Directly reach this influential community by advertising with SHPA's weekly newsletter [eNews](#), and SHPA's quarterly online member journal [Pharmacy GRIT](#).

TOTAL SHPA MEMBERS

5,200+

MEMBERSHIP RETENTION



SHPA ENEWS

Hitting more than 5,200 SHPA Members' inboxes each week, SHPA's eNews delivers the latest in hospital pharmacy news and events year-round. Advertising with eNews is an effective way to get your message into the inboxes of hospital pharmacy professionals across Australia.

[See example eNews](#)

REACH (2020-21)

5,200 AVERAGE DISTRIBUTION

22% AVERAGE OPEN RATE

BANNER AD, PRIMARY PLACEMENT

Third position in the newsletter (after the two lead articles)

SINGLE AD \$360

FOUR-ISSUE VALUE PACK \$1,296 **SAVE 10%**

BANNER AD, MID-NEWS PLACEMENT

Positioned later in the newsletter

SINGLE AD \$280

FOUR-ISSUE VALUE PACK \$1,010 **SAVE 10%**

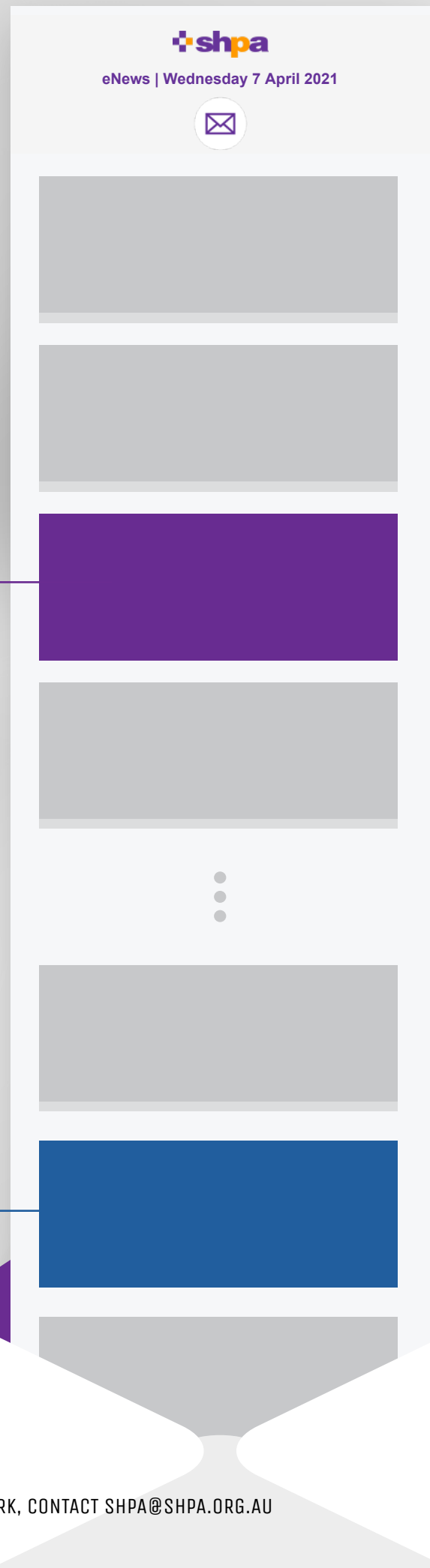
AVAILABILITY

Primary placement: 1 per week

Mid-news placement: 2 per week

eNews is distributed every Wednesday from mid-January to the week before Christmas.

[VIEW SPECIFICATIONS AND DEADLINES](#) ▶



PHARMACY GRIT

Promoted regularly across our communications channels, SHPA's quarterly open-access member journal *Pharmacy GRIT* is a high-quality hybrid of scientific content and feature articles, providing a fresh platform for publishing pharmacy research, articles, and instructional papers to assist and inspire health professionals.

All rates include ad animation; make your products and services pop with a dynamic, memorable, animated advertisement combining the power of storytelling with the interactivity of the web.







[Example 1](#) [Example 2](#)

AVAILABILITY

Pharmacy GRIT is released on the first day of each season (1 March, 1 June, 1 September and 1 December), with flexibility to feature direct URL promotion at any time over the following three months (Featured Ads only).

[VIEW SPECIFICATIONS AND DEADLINES ▶](#)

REACH

			FEATURED AD	PREMIUM AND ISSUE ADS
	Direct member email	5,500	✓	✓
	SHPA eNews	5,500	✓	✓
	Direct non-member email	7,500	✓	—
	Tweet linking to ad page and adjacent article	4,400	✓	—
	Post linking to ad page and adjacent article	7,950	✓	—
	Post linking to ad page and adjacent article	4,500	✓	—

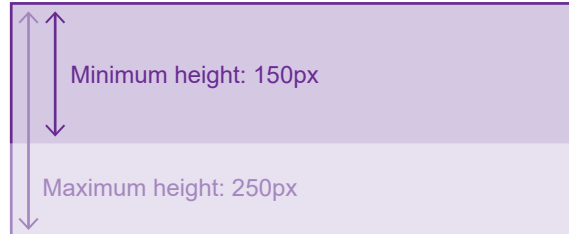
RATES (ALL PRICES INCL GST)

		ANIMATED AD	FOUR-ISSUE VALUE PACK
Featured Ad (Full page)	<i>Placed LHS next to RHS feature article, with direct URL promoted through channels as per table above.</i>	\$3,000	\$9,600 SAVE 20%
Premium Ad (Full page)	<i>Included opposite issue editorial, with issue link promoted through channels as per table above.</i>	\$2,000	\$6,400 SAVE 20%
Issue Ad (Full page)	<i>Included in issue, with issue link promoted through channels as per table above.</i>	\$1,600	\$5,120 SAVE 20%
Issue Ad (Half page)	<i>Included in issue, with issue link promoted through channels as per table above.</i>	\$1,000	\$3,200 SAVE 20%

SPECIFICATIONS

ENEWS AD SPECIFICATIONS

File format	PNG, JPG, GIF, or animated GIF (without transparency)
Max file size	200 KB
Dimensions	Width: 600px, Height: 150–250px
Resolution	72ppi
Links*	URL, resource, or email



**Any linked resources must be hosted by the advertiser. If linking to email, please provide the 'To' email address and subject line. Any link tracking must be included in the supplied URL. SHPA is not responsible for providing link tracking on advertisements.*

PHARMACY GRIT AD SPECIFICATIONS

File format	PNG, JPG, animated GIF, or PDF (for animated ads, see below)	
Max file size	4MB	
Dimensions	Full page: W 210mm H 297mm	Half page: W 204mm H 144mm
Resolution	150ppi	
Links*	URL, resource, or email	

**Any linked resources must be hosted by the advertiser. If linking to email, please provide the 'To' email address and subject line. Any link tracking must be included in the supplied URL. SHPA is not responsible for providing link tracking on advertisements.*

ANIMATED ADS

Pharmacy GRIT is published on the [Webpublication](#) platform which uses a freely available [InDesign plugin](#) to facilitate **animations, backgrounds, links and other interactive elements** to help your ad stand out. To take advantage of these animation capabilities, view Webpublications's [documents, tutorials and resources](#) suite.

All animated ads must be [packaged as a single page InDesign document](#), which includes all images, fonts and document settings.

DEADLINES

	<i>SHPA eNews</i>	<i>Pharmacy GRIT*</i>			
Frequency	Weekly	Autumn	Winter	Spring	Summer
Booking	Wed 5pm (one week prior)	1 January	1 April	1 July	1 October
Artwork	Mon 5pm (two days prior)	1 February	1 May	1 August	1 November
Published	Wednesday 5pm	1 March	1 June	1 September	1 December

**First business day in Victoria following weekends and public holidays, unless otherwise advertised.*