

## eNews Advertising Rate Card 2019

The Society of Hospital Pharmacists of Australia (SHPA), a community of leading pharmacists, technicians and pharmacy assistants, delivers weekly news and events to over 5,000 members every Wednesday.

Advertising in SHPA's eNews provides a flexible and effective way to get your message directly to the inbox of hospital pharmacy professionals across the country.

### SHPA eNews rates and specifications

- A Primary banner ad**
- Third feature placement
  - 1 × ad: \$300
  - 4 × ad: \$1080 (**save 10%**)

- B Banner ad**
- Placement varies
  - 1 × ad: \$250
  - 4 × ad: \$900 (**save 10%**)

### Deadlines

Booking: 5pm Wednesday (seven days prior)

Artwork: 5pm Monday (two days prior)

### Specifications

File format: PNG, JPG, GIF or animated GIF

Max. file size: 200 KB

Width: 600px

Height: 150px (min), 250px (max)

### Contact

Enquiries: Greta Binder, [gbinder@shpa.org.au](mailto:gbinder@shpa.org.au)

Artwork: Rob McDonald, [rmcdonald@shpa.org.au](mailto:rmcdonald@shpa.org.au)

*For job promotion, please visit [careers.shpa.org.au](http://careers.shpa.org.au). All advertisements are subject to SHPA's approval. All prices include GST.*

