



Australian College of  
Rural & Remote Medicine  
WORLD LEADERS IN RURAL PRACTICE

MEDIA KIT

# Reach your audience, with ACRRM



# The Australian College of Rural and Remote Medicine

THE HOME OF RURAL GENERALISM

## The Australian College of Rural and Remote Medicine (ACRRM) is celebrating.

We have more doctors than ever training on our program, we've reached the milestone of 25 years as the only specialist College dedicated to training and supporting rural General Practitioners and Rural Generalists, and we are expanding our footprint in regional Australia.

It's an exciting time. We are reaching more stakeholders and organisations invested in providing rural and remote communities with the high-quality healthcare they need and deserve.

Join us on this journey and grow with us.

ACRRM offers a variety of opportunities, from publications to events and website, for you to reach an engaged and focused audience.

Our weekly flagship publication Country Watch is delivered to a highly engaged audience of more than 32,500 readers throughout Australia.

The website jobs board is the go-to place for rural and remote practices and organisations seeking the right doctors, with the right skills.

And the College's annual conference, Rural Medicine Australia (RMA), delivered in partnership with the Rural Doctors Association of Australia (RDAA), is the premier event for rural medicine in the nation.

We invite you to review the advertising and promotional opportunities available in this media kit.

We are also happy to work with you on a bespoke package that will help you reach your audience.

Talk to us today

✉ [advertise@acrrm.org.au](mailto:advertise@acrrm.org.au)

☎ 1800 223 226





# Connect with our communities, connect with your audience

## Advertising opportunities

ACRRM targets the rural generalism industry on a number of platforms, ensuring your message reaches the right people.

We can customise an advertising campaign to your needs, across the platforms we have available, including:

- Country Watch e-newsletter
- Continuing Professional Development e-newsletter
- Event exposure, including RMA
- Jobs board.

Talk to us today

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☎ 1800 223 226

# Country Watch

Country Watch is ACRRM's flagship weekly\* e-newsletter, reaching a target audience of over 26,000 subscribers. This readership includes more than 5,200 ACRRM members, and medical stakeholders including Rural Workforce Agencies, Primary Health Networks, non-member GPs, international medical graduates, students, and government bodies.

If you want your message to reach the Australian medical community, particularly those who have an interest in rural and remote medicine, then Country Watch is just the right vehicle for you to achieve your goal.

*\*Country Watch is published every Thursday, excluding the week between Christmas and the New Year.*

## Advertising in Country Watch

If you are advertising a course or event in Country Watch, and it is not already accredited by ACRRM, you will need to have it accredited with the ACRRM Professional Development team by registering as an education provider. You can do that through the CPD Education Providers webpage on the [ACRRM website](#), or by contacting the Professional Development team on [cpd@acrrm.org.au](mailto:cpd@acrrm.org.au) or **1800 223 226** for assistance.

Once accredited, simply proceed with booking advertising space as a skyscraper banner, medium rectangle banner (MREC) or advertorial.

### Guidelines:

- Courses and events need to be accredited by the ACRRM Professional Development team
- If the activity is not accredited, simply apply through the CPD Education Providers webpage on the [ACRRM website](#), or by contacting the Professional Development team on [cpd@acrrm.org.au](mailto:cpd@acrrm.org.au) or **1800 223 226** for assistance
- When preparing content, it must adhere to our standard specifications (see below)
- The suitability of advertising, as well as the final positioning of advertisements is subject to the College's discretion.

 **29,000+** recipients

 **44%\*** Average Open Rate

 **Australia-wide**

 **Target market**

- Rural Generalists
- junior doctors
- students
- practices
- supervisors
- medical educators
- rural workforce agencies
- medical training and education stakeholders
- government bodies

*\*Mailchimp industry benchmark for Education and Training email campaigns is 23.42%*

### Advertise with us

 [advertise@acrrm.org.au](mailto:advertise@acrrm.org.au)

 1800 223 226



[Find out more](#)

## Artwork specifications

1. Provide web-ready artwork in jpeg format, or gif format if you are using an animated ad
2. Set all colours and imported images as RGB colour mode
3. Display ads require a minimum font size of 10
4. If using a gif, ensure maximum file size does not exceed 200kb
5. If using a gif, ensure your rotation speed is not too fast, as this may detract from the reader experience and may also cause seizures for people who suffer from photosensitive epilepsy

To submit artwork or advertorials email [advertise@acrrm.org.au](mailto:advertise@acrrm.org.au).

	Specifications	Price (inc. GST)
Medium rectangle (MREC)	320 px (w) x 200 px (h)	Single: \$770 per placement*
		5 or more: \$700 per placement*
Skyscraper	190 px (w) x 490px (h)	Single: \$880 per placement*
		5 or more: \$800 per placement*
Advertorial	Provide a Word document in the following format: <ol style="list-style-type: none"> <li>1. Title</li> <li>2. Newsletter article of no more than 100 words (the newsletter article can act as an introduction to a larger news article on the ACRRM website)</li> <li>3. News article of no more than 300 words, if you want to link story to ACRRM website</li> <li>4. Include accurate links</li> </ol>	Single: \$880 per placement*
		5 or more: \$800 per placement*

\* Prices include GST and are effective from 1 February 2022.

Australian College of Rural & Remote Medicine  
WORLD LEADERS IN RURAL PRACTICE

Country Watch

Article  
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Skyscraper  
190 px (w) x 490px (h)

MREC  
320 px (w) x 200 px (h)

MREC  
320 px (w) x 200 px (h)

SPONSORED: Your advertorial **Advertorial**

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# Continuing Professional Development (CPD) newsletter

This newsletter is published bi-monthly and includes content which supports Rural Generalists in their ongoing professional development. It has a very high open rate averaging 68%, meaning it is reaching its defined audience, and has content which is appealing and informative.

If you want your message to reach doctors who are intent on continuing their professional development, so that they have the right skills to provide high quality healthcare to their communities, then this is an ideal option.

ACRRM CPD is published every second month.  
Positions are limited!

## Guidelines:

- Courses, including face-to-face and online, need to be accredited by the ACRRM Professional Development team.
- If the activity is not accredited, simply apply through the [CPD Education Providers webpage](#) on the ACRRM website, or by contacting the Professional Development team on [cpd@acrrm.org.au](mailto:cpd@acrrm.org.au) or **1800 223 226** for assistance.
- When preparing content, it must adhere to our standard specifications (see below).
- The suitability of advertising, as well as the final positioning of advertisements is subject to the College's discretion.
- Externally provided courses which are the same or similar to ACRRM courses will need to be approved to advertise.

 4200+ recipients

 **68%\*** Average Open Rate

 **Australia-wide**

 **Target market**

- Rural Generalists
- junior doctors
- students
- practices
- supervisors
- medical educators
- rural workforce agencies
- medical training and education stakeholders
- government bodies
- students
- course providers

*\*Mailchimp industry benchmark for Education and Training email campaigns is 23.42%*

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 1800 223 226

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To submit artwork or advertorials email [advertise@acrrm.org.au](mailto:advertise@acrrm.org.au).

	Specifications	Price (inc. GST)
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		5 or more: \$700 per placement*
Advertorial	Provide a Word document in the following format: <ol style="list-style-type: none"> <li>1. Title</li> <li>2. Newsletter article of no more than 100 words (the newsletter article can act as an introduction to a larger news article on the ACRRM website)</li> <li>3. News article of no more than 300 words, if you want to link story to ACRRM website</li> <li>4. Include accurate links</li> </ol>	Single: \$880 per placement*
		5 or more: \$800 per placement*

\* Prices include GST and are effective from 1 February 2022.

**SPONSORED: Your advertorial** **Advertorial**

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# Events and RMA

The College hosts numerous events throughout the year, providing fantastic sponsorship and trade opportunities to reach your target market.

There is no bigger occasion on ACRRM's calendar than the annual Rural Medicine Australia (RMA) conference, held in October, and co-hosted with the Rural Doctors Association of Australia (RDAA). It is Australia's premier rural doctors conference, bringing together a diverse and collaborative community of Rural Generalists, rural consultant specialists, students, doctors in training, supervisors, medical educators and government bodies from across the country.

With around 1,000 delegates in attendance, partnering with RMA provides the perfect opportunity to showcase your products or services to a national audience of dedicated rural health professionals.

Regardless of your business size or scope, we can also tailor an option to suit your organisation's needs.

Find out more

✉ [events@acrrm.org.au](mailto:events@acrrm.org.au)

☎ 1800 223 226



[rma.acrrm.org.au](http://rma.acrrm.org.au)





# Jobs Board

**Note:** FACRRMs can advertise on the jobs board for free!

The College Jobs Board is the go-to place for recruiters and Rural Generalists looking for their next opportunity.

Non members can also access this captive audience by tailoring a bespoke advertising package to suit your specific needs. You will need to create an account in [My College](#).

If you are looking for high impact, a large or medium text display ad will increase exposure and showcase your brand.

Or, opt for a text only ad, which provides a summary on the main Jobs Board page and links through to a fully customisable listing.

All ads remain live on the website for one month or until the application close date, whichever comes first.

Each ad type features the job title, a short description (max 20 words), job location, application closing date, and a long description.

	Specifications	Price (inc. GST)
Text Ad	n/a	\$330 per placement
Medium Display Ad	400 px (w) x 200px (h)	\$440 per placement
Advertorial	400 px (w) x 300px (h)	\$550 per placement

\* Prices include GST and are effective from 1 February 2022.

 14,000 users

 16,100 page views

 Australia-wide

 Target market

- Rural Generalists
- General Practitioners
- health professionals
- practices
- practice managers
- supervisors
- workforce agencies
- training organisations
- and government departments

*\*Mailchimp industry benchmark for Education and Training email campaigns is 23.42%*

Advertise with us

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 1800 223 226



**Join ACRRM today to advertise on the Jobs Board for free.**

# Training Courses

ACRRM hosts more than 60 courses each year, throughout urban and regional areas of Australia. Sponsorship opportunities include having advertising material available at the course, and the provision of course equipment.

This opportunity is subject to suitability and approval.

Find out more

✉ [advertise@acrrm.org.au](mailto:advertise@acrrm.org.au)

☎ 1800 223 226



Discover ACRRM  
courses



# ACRRM Advertising Guidelines

The purpose of this guide is to inform advertisers of standards for use of the Australian College of Rural and Remote Medicine network for display and video advertising purposes.

## General rules

### Advertising creative material:

Must not:

- Pretend to be content. Advertorial is acceptable if it is marked as such
- Contain nudity, profanity, violence
- Disable form fields, navigation or other site functionality
- Set third, fourth etc. party cookies for pre- or re-targeting purposes.

Must:

- Be of sufficient quality – i.e. meeting professional design standards, using suitable image resolutions etc.
- Meet the **standards for advertising** a regulated health service of business as outlined by the Medical Board of Australia.

## Acceptance policy

ACRRM reserves the right to remove from rotation or request the removal or revision of any creative that is deemed unsuitable for the users of our sites.

ACRRM may at its absolute discretion refuse to publish any advertisement without giving any reason. In case of refusal, no charge to the advertiser shall be incurred.

ACRRM reserves the right to reject or remove any creative from rotation that does not meet our specifications, contravenes any of these guidelines or adversely affects the rendering of our site, other ad placements or user experience.

## Free editorial

The College may provide free editorial to stakeholders who have content that is relevant to our readers. This includes, but is not limited to events, conferences, ACRRM-accredited courses and professional development opportunities.

The College has the right to refuse an editorial if it:

- Promotes anything that is in direct competition with College products or services or reflects negatively on the College and its work
- Contains any of the items in the general rules “must not” section above.

# Terms and Conditions

## 1. Terms of reference

- 1.1. **The College** is The Australian College of Rural and Remote Medicine (ACRRM).
- 1.2. **You** refers to the advertiser.

## 2. Booking and payment

- 2.1. The booking form, signed by you is considered to be part of this agreement.
- 2.2. The fee must be paid at the time of booking using the payment options outlined in the booking form. If an invoice is required, your advertisement will be posted after payment is received.

## 3. Advertising/advertorial standard

- 3.1. The College reserves the right to refuse advertising/advertorials it considers inappropriate.
- 3.2. The College reserves the right to accept up to two advertorials per Country Watch edition.
- 3.3. The College reserves the right to reject course advertising that conflicts with the College's own products.

3.4. The College reserves the right to include the advertorial as the final article of Country Watch.

3.5. The College will only accept advertising for educational activities that have been accredited by the College for ACRRM CPD points. Find out more on obtaining CPD accreditation at [www.acrrm.org.au/continuing-development/education-providers](http://www.acrrm.org.au/continuing-development/education-providers)

## 4. Your responsibilities

- 4.1. You are responsible for ensuring that your advertisements/advertorials comply with all Commonwealth, State and Territory Laws.
- 4.2. You must ensure that the advertisement does not infringe copyright or other intellectual property rights or breach confidentiality or privacy obligations.
- 4.3. You are responsible for ensuring that the advertisement/advertorial does not contain any material which is libellous, obscene or otherwise of an unlawful nature.
- 4.4. You accept full responsibility for any adverse consequences resulting from publication of the advertisement/advertorial.



## 5. Deadlines

Country Watch is published Thursday afternoons, but this is subject to change. The deadline is to allow for timing of the release of news important to members and other stakeholders.

- 5.1. Bookings are not formally accepted until confirmed by ACRRM in writing and payment of the fee has been received.
- 5.2. Material should be delivered to ACRRM by 5.00pm AEST on the Tuesday before publication. This deadline may be extended by mutual agreement.

## 6. Cancellations

- 6.1. Country Watch cancellations must be made in writing prior to the material deadline: 5.00pm AEST on the Tuesday before publication. Please use email address [advertise@acrrm.org.au](mailto:advertise@acrrm.org.au). If a booking is cancelled before the material deadline, you will be entitled to a credit, which must be expended with ACRRM as advertising within three months of the original material deadline, or thereafter forfeited.
- 6.2. Jobs Board cancellations must be received by the College in writing prior to the material being uploaded to the website. Please use email address [advertise@acrrm.org.au](mailto:advertise@acrrm.org.au). If a booking is cancelled before the material is uploaded to the website, you will be entitled to a credit, to be expended with ACRRM as advertising within three months of the original material deadline, or thereafter forfeited.

## 7. Warranties and indemnities

The College makes no promise or guarantee regarding the response to advertising/advertorial.

To the extent permitted by law, the College's liability is limited to providing the advertisement and will not, in any case, exceed the advertising/advertorial fee.

If the College does not publish the advertisement in the manner agreed to by both parties, you will be entitled to a full refund or placement of an ad at a later date. The College will not be liable for any loss or damage of any kind resulting from an advertisement/advertorial not being published in the agreed edition.

To discover how advertising with the  
Australian College of Rural and Remote Medicine  
will boost your business, please contact us:

✉ [advertise@acrrm.org.au](mailto:advertise@acrrm.org.au)

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