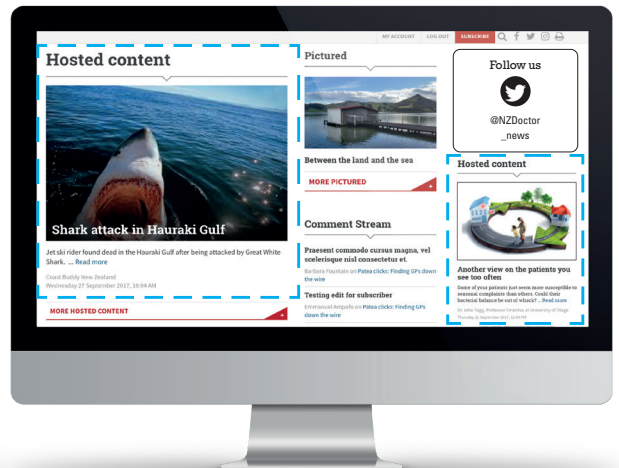
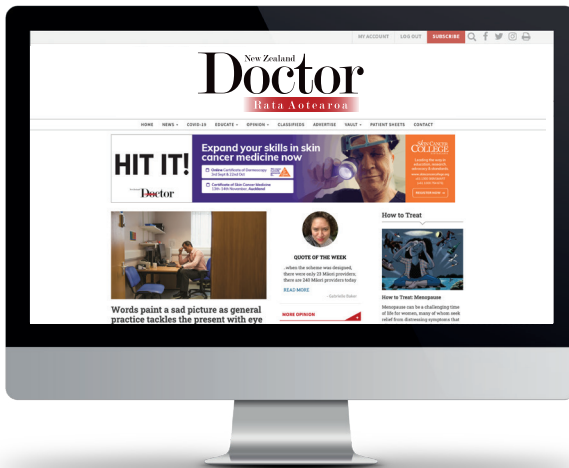


Digital



NEW ZEALAND DOCTOR WEBSITE

Updated daily, nzdoctor.co.nz lets you connect with GPs who regularly log on, and check out the latest in the world of general practice. There are news updates, business stories, blogs, videos and the chance to have your say through online polls and comments.

WEBSITE DISPLAY ADVERTISING SPECIFICATIONS

Run of site top banner \$850 per week
Must provide all three ad sizes

Desktop 970 pixels W x 250 pixels H
Desktop scrolling 980 pixels W x 120 pixels H
(this is where the ad sits at the top of the article as it scrolls underneath)

Mobile 300 pixels W x 250 pixels H

Medium rectangle tile ad \$550 per week

Size 300 pixels W x 250 pixels H

Ads rotate with each click and refresh.

HOSTED CONTENT

Integrated among *New Zealand Doctor's* editorial content, our hosted content is the space to develop a relevant and interesting conversation with our readers, launch new products, or remind customers of your point of difference in the market.

Treated as an article rather than an advertisement space, the content is mobile and tablet-friendly, searchable and sharable through social media. This content also benefits from our related-links feature, click through, to an internal or external website and is saved in our archives.

Below are the specs for the synopsis or preview on the *New Zealand Doctor* Home page. This will click through to a full web page containing your content.

Large \$4200 per month
Measurements 627 pixels W x 353 pixels H

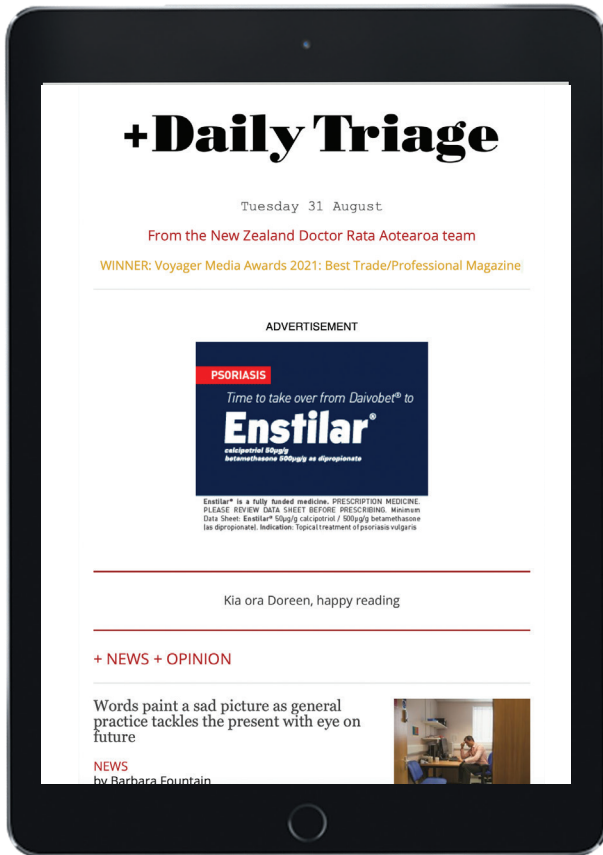
Small \$2200 per month
Measurements 300 pixels W x 225 pixels H

Press releases \$100 per link per month

Depending on your requirements, your online advertisements can be displayed to logged-in subscribers only or all site visitors.

Acceptable file formats for all web content include gif, jpeg, animated gif, or HTML5 (must be embedded with the click tag). For website advertisements, artwork must be 200kb or less and accompanied by a URL.

Hosted content's main image (the image/video on the Home page) must be less than 50mb.



DAILY TRIAGE

Daily Triage is *New Zealand Doctor's* e-newsletter, providing daily updates.

Island ad \$400 per newsletter
Measurements 300 pixels W x 250 pixels H

The acceptable file formats are jpg and gif.
Maximum file size is 200kb.

Advertising artwork must be accompanied by a URL to link to, eg, www.yourname.co.nz



EDUCATE

Educate is a digital library containing *New Zealand Doctor's* How to Treat and clinical Practice articles. These can be found on the website. nzdoctor.co.nz/article/educate

Courses are CPD accredited and added fortnightly. All registered users are notified of new courses through fortnightly EDMs.

Please contact Rhonda Jackson about sponsorship opportunities.

CONTACTS

For online display and Daily Triage enquiries and booking, please contact

Rhonda Jackson
M 021-746 475
rjackson@nzdoctor.co.nz

For advice about advertising in the Free Classifieds section and pricing options for advertising in the Professional Classifieds section, please contact

Ali Jacobs
T +64 9-488 4299
ajacobs@nzdoctor.co.nz