

Digital



NEW ZEALAND DOCTOR WEBSITE

Updated daily you can 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

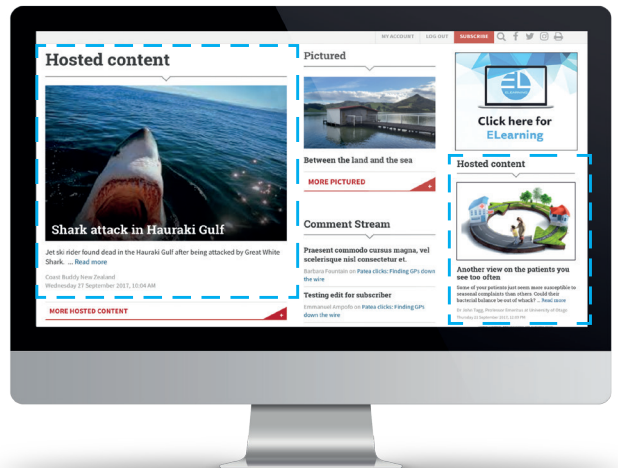
Run of site top banner \$800 per week
Maximum 4 x rotations and must provide all three ad sizes

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 \$500 per week
Can be supplied as small or large tile

Small 300 pixels W x 250 pixels H
Large 300 pixels W x 600 pixels H

Up to four unique ad spaces available per location.
Ads rotate with each click and refresh.



NEW HOSTED CONTENT

Integrated among *New Zealand Doctor's* editorial content, our new hosted content is the space to develop a relevant and interesting conversation with our readers, launch new products, or remind customers, 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* homepage.
This will click through to a full web-page containing your content.

Large \$4000 per month
Measurements 627 pixels W x 595 pixels W

Small \$2000 per month
Measurements 215 pixels W x 204 pixels W

Press releases \$100 per link per month

Packages available.

Acceptable file formats for all web content include gif, jpeg, animated gif, or swf (must be embedded with the click tag). For website advertisements, all artwork must be 50kb or less and accompanied by a URL. Hosted content's hero media (the image/video on the home page), must be less than 50mb.



DOCTOR@LARGE

Doctor@Large is *New Zealand Doctor's* e-newsletter, providing daily updates.

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

The acceptable file formats are jpg and gif.
Maximum file size is 20kb.

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

ELEARNING

Elearning is a digital library containing *New Zealand Doctor's* How to Treat and Clinical articles.

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 Doctor@Large enquiries and booking, please contact

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