

Anaesthesia and Intensive Care

Anaesthesia and Intensive Care is the official Journal of the Australian Society of Anaesthetists, Australian and New Zealand Intensive Care Society and the New Zealand Society of Anaesthetists. The Journal is published bi-monthly and presents original articles of scientific and clinical interest to over 4000 subscribers, including anaesthetists, intensivists, physicians in pain therapy and medical libraries.



Snap Shot

Circulation	Over 4000
Subscribers	Anaesthetists, intensivists, physicians in pain therapy and medical libraries
Printed	January, March, May, July, September, November
Impact Factor	1.128 (2010)
Format	Slightly smaller than A4 (275 × 205 mm)

Print Advertising Rates

Number of issues booked in advance	one	two	three	four	five	six
Full page 4 colour front section	3660	3587	3514	3440	3367	3294
Full page black and white front section	1120	1098	1075	1053	1030	1008
Full page black and white rear section	840	823	806	790	773	756

Amounts are specified in Australian dollars and inclusive of 10% GST.

Please click [here](#) for a full rate card.

The *Anaesthesia and Intensive Care* website also features online advertising. Examples of advertisement positioning can be found on page three of this media pack. Bundle rates for advertising in the *Anaesthesia and Intensive Care* Journal and on the website are listed below.

Bundle Print and Website Advertising Rates

Advert placement	Size	Length of placement	Price
AIC Journal + home/follow-on pages	Full page Full colour/banner	two months	3392
AIC Journal + follow-on pages	Full page Full colour/box	two months	3312

Amounts are specified in Australian dollars and inclusive of 10% GST.

ASAnews

The *ASA news* informs readers about the latest industrial, medical, ethical and economic issues facing the specialty of anaesthesia. It offers opinions on current topics relating to the medical profession and reports on activities of leading groups and committees. The *ASA news* offers advertisers a unique ability to reach an interested, focused and affluent niche audience. The professional focus of the editorial content enhances the credibility of the advertising, adding prestige to your product.



Snap Shot

Circulation	Over 3000
Printed	April, August, December
Format	Slightly smaller than A4 (280 × 215 mm)

Print Advertising Rates

Number of issues booked in advance	One	Two	Three
Full page 4 colour	3660	3477	3294
Back cover full page 4 colour	4140	3933	3726
Full page black and white	1120	1064	1008

All adverts are included in the online version free of charge and include a hyperlink to your website, and smart phone and iPad integration.

Amounts are specified in Australian dollars and inclusive of 10% GST.

Please click [here](#) for a full rate card.

Bundle rates for advertising in the *ASA news* and on the ASA website are listed below.

Bundle Print and Website Advertising Rates

Advert placement	Size	Length of placement	Price
ASA news + home/follow-on pages	Full page Full colour/banner	four months	3856
ASA news + home/follow-on pages	Full page Full colour/box	four months	3696

Amounts are specified in Australian dollars and inclusive of 10% GST.

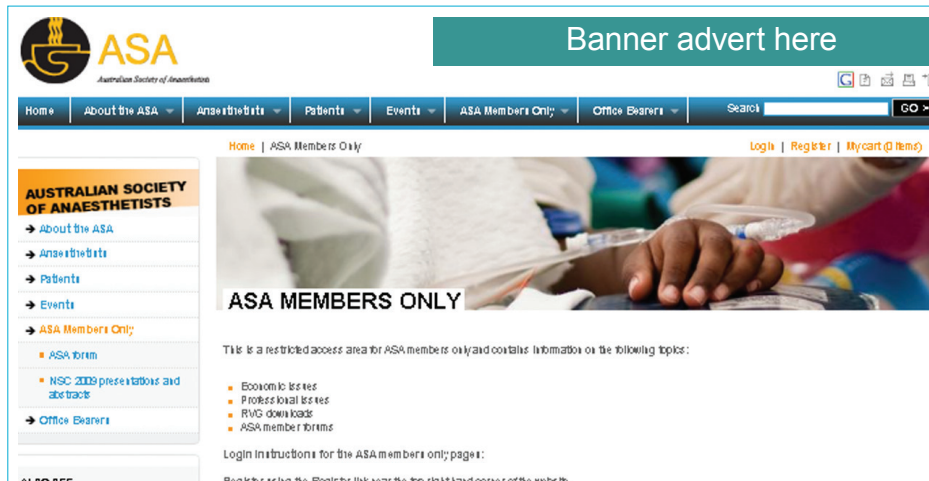
Website Advertising Rates

ASA and Anaesthesia and Intensive Care Website Advertising Rates

Advert placement	Size	Length of placement	Price
Home/follow-on pages	banner	per month	290
Home/follow-on pages	banner	six months (20% discount)	1392
Follow-on pages	box	per month	240
Follow-on pages	box	six months (20% discount)	1152

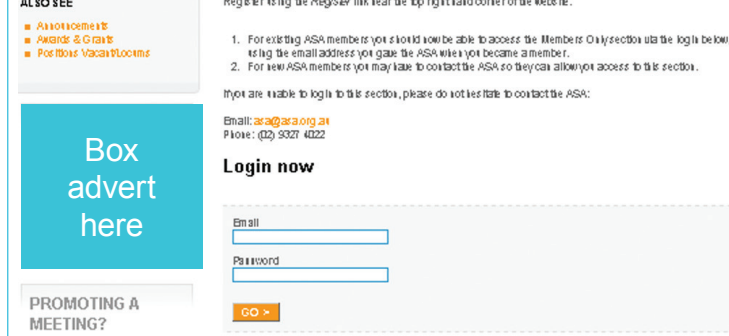
Amounts are specified in Australian dollars and inclusive of 10% GST.

The policies governing website advertising for the ASA and *Anaesthesia and Intensive Care* websites are available [here](#).



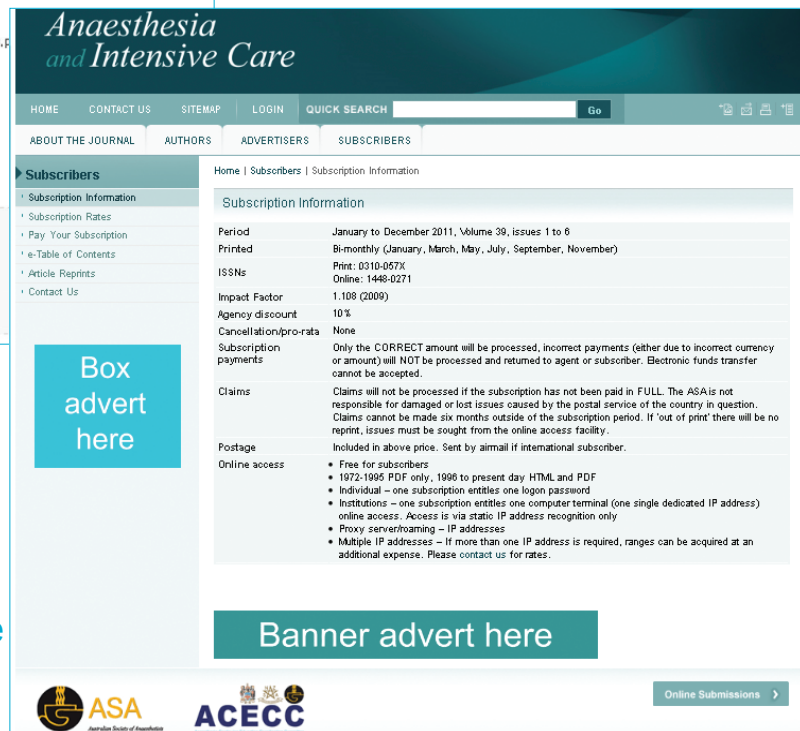
The screenshot shows the ASA website interface. At the top right, there is a green box labeled "Banner advert here". Below the navigation bar, there is a section for "ASA MEMBERS ONLY" with a list of topics and a login form.

ASA website



The screenshot shows the ASA website interface. On the left side, there is a blue box labeled "Box advert here". Below it, there is a "Login now" section with an email and password form.

Anaesthesia and Intensive Care website



The screenshot shows the Anaesthesia and Intensive Care website interface. On the left side, there is a blue box labeled "Box advert here". At the bottom, there is a green box labeled "Banner advert here". The main content area displays subscription information for the journal.

Relative Value Guide

The *Relative Value Guide* is heavily relied upon by anaesthetists for billing and account information. It contains up-to-date information and guidelines and is the only printed reference book available for anaesthetists.

The conveniently sized A5 book is sent to over 3000 ASA members each year and can also be purchased by non-members.

In addition to inclusion in the printed *Relative Value Guide*, advertisers logos will appear on the ASA website and on a PDF version available for download.

Please contact the [ASA](#) for more information about advertising in the *Relative Value Guide*.



ASA Events

The ASA organises a variety of educational events throughout the year catering for anaesthetists at all stages of their careers. Most of the ASA events are continuing professional development accredited and range from small hands-on workshops to the National Scientific Congress, which attracts over 1000 anaesthetists. The ASA enjoys the support of sponsors and advertisers from various industries, including medical equipment, drug, health fund and finance. With their support growing each year, the ASA has had the ability to increase the number of events it runs and also increase the diversity of the educational content.

Further information about future ASA events can be found on the website: www.asa.org.au/events

ASA Event Schedule

Event	Date	Location	Attendees
GASACT Part 3 Courses	Various	All states	30+ per event
Australasian Symposium on Ultrasound and Regional Anaesthesia	10-12 Mar 2012	Sydney	300+
2012 National Scientific Congress	29 Sep-2 Oct 2012	Hobart	1000+
International Symposium on the History of Anaesthesia	23-25 Jan 2013	Sydney	200+
2013 National Scientific Congress	26-29 Sep 2013	Canberra	1000+