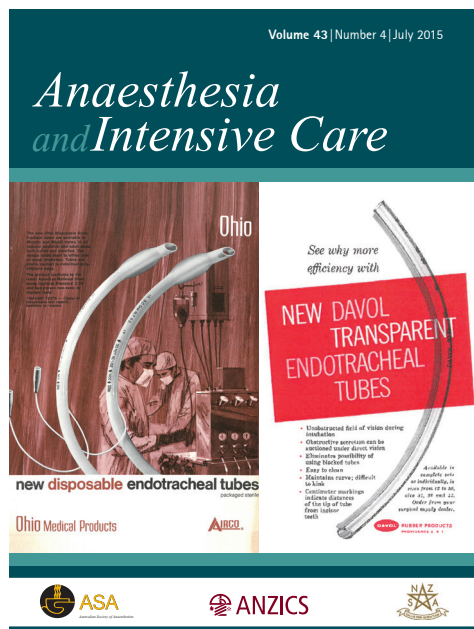


# ASA Media Pack

## Anaesthesia and Intensive Care



### About 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 interests to over 4,000 subscribers, who include anaesthetists, intensivists, physicians in pain therapy and medical libraries.

### Statistics

- Circulation of over 3,500 copies.
- Printed in January, March, May, July, September and November.
- Size of 275 mm x 205 mm (slightly smaller than A4).

### Advertising Information

- All amounts are specified in Australian Dollars, inclusive of 10% GST and must be paid in advance.
- Frequency discounts are only available for multiple bookings paid in advance.
- All copy is subject to the approval of the editor.
- Advertising cancellations will not be accepted after artwork deadline. Full insertion rate will be charged in this instance.

### Artwork and Copy Deadlines

- January: 9 December 2015
- March: 5 February 2016
- May: 4 April 2016
- July: 3 June 2016
- September: 3 August 2016
- November: 4 October 2016

### Artwork Specifications

- Digitally prepared advertising.
- 300 dpi resolution.
- CMYK.
- Embedded fonts.
- PDF preferred.
- Printed insert details: quantity of 4200, maximum weight of 25g.



Advertising Rates 2016	
Full page back cover colour	\$4,140
Full page inside front cover colour	\$4,140
Full page inside back cover colour	\$3,660
Full page front section colour	\$3,660
Full page rear section black & white	\$840
Half page front section colour	\$2,090
Half page rear section black & white	\$580
Flyer loose inserts	\$3,660

Artwork Specifications	Width x Height (mm)
Full page trim	205 x 275 + 5mm bleed
Full page box	175 x 245
Half page	175 x 120