

# Advertising & Media Kit 2021

Royal Australasian College of Surgeons  
15 July 2021



Committed to Indigenous health



# About us - Royal Australasian College of Surgeons (RACS)

RACS is the leading advocate for surgical standards, professionalism and surgical education in Australia and New Zealand. The College is a not-for-profit organisation that represents about 6,700 surgeons and 1,300 surgical trainees and Specialist International Medical Graduates.

The College provides continuous professional development, training and accreditation for surgeons. There are nine surgical specialties in Australasia being: Cardiothoracic surgery, General surgery, Neurosurgery, Orthopaedic surgery, Otolaryngology Head-and-Neck surgery, Paediatric surgery, Plastic and Reconstructive surgery, Urology and Vascular surgery.

RACS provides specialist medical education, training, capacity development and medical aid to 15 countries in the Asia-Pacific region. Visiting teams and in-country personnel provide clinical mentoring and education to the national medical workforces and deliver training programs to strengthen the capacity of national health services in the region.

RACS is also a substantial funder of surgical research through the Foundation for Surgery, the philanthropic arm of the organisation. The Foundation also facilitates long-term change by supporting aspiring Indigenous surgeons in Australia and New Zealand and also worked to enhance recognition and awareness of their health needs.

## **Vision**

Leading surgical performance, professionalism and improving patient care.

## **Mission**

The leading advocate for surgical standards, education and professionalism in Australia and New Zealand

## **RACS Values**

Service

Integrity

Respect

Compassion

Collaboration

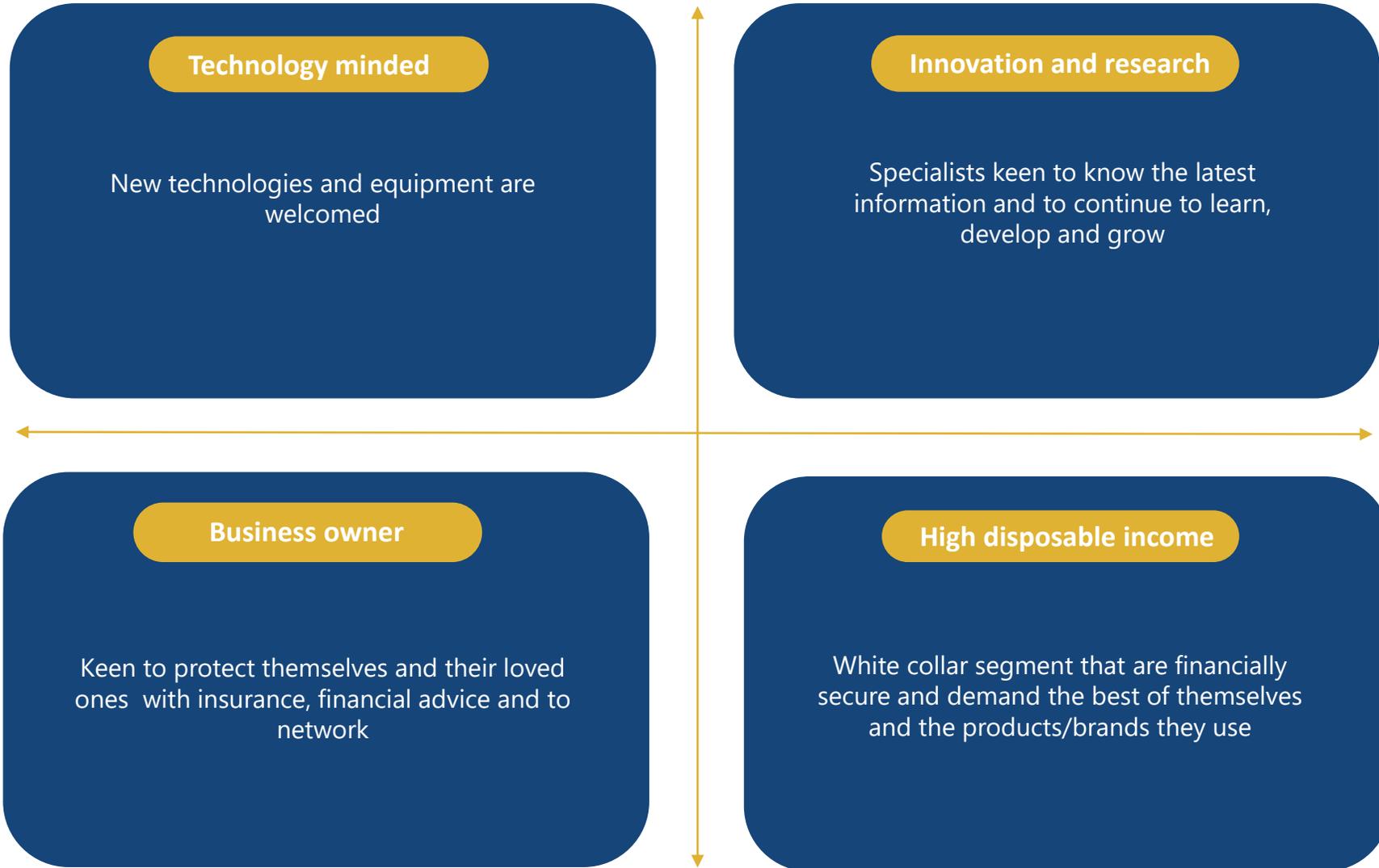


RACS delivers an audience of highly professional people that are well-informed and with a desire for up-to-date news and information as well as a commitment to research, development and exploring new solutions.

We promote courses, events and surveys that add value to our members experience.

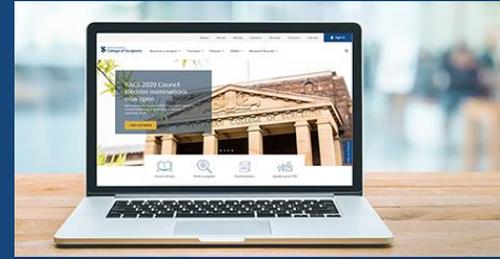
We advertise these on our website events calendar, through our fortnightly newsletter *Fax Mentis* and via our magazine *Surgical News*.

# RACS audience



# Advertising opportunities

- RACS website, monthly users 50,000
- Fax Mentis fortnightly e-newsletter, circulation 9,000
- Surgical News, bimonthly, circulation 11,000



RACS website



Fax Mentis



Surgical News

# Advertising options<sup>^</sup>

Content type	Source	Communication channel	Cost	Where to direct enquiry
Event	Specialty society (RACS)	<ul style="list-style-type: none"> <li>Website event advert inc calendar listing and web page</li> <li>Fax Mentis text mention</li> </ul>	Free	RACS.Communications@surgeons.org
	Other College	<ul style="list-style-type: none"> <li>Website event advert inc calendar listing and web page</li> <li>Fax Mentis text mention</li> </ul>	See advertising rates	RACS.Communications@surgeons.org
	Government (Australia and New Zealand)	<ul style="list-style-type: none"> <li>Website event advert inc calendar listing and web page</li> <li>Fax Mentis text mention</li> </ul>	Free <sup>^</sup>	RACS.Communications@surgeons.org
	Health not-for-profit	<ul style="list-style-type: none"> <li>Website event advert inc calendar listing and web page,</li> <li>Fax Mentis text mention</li> </ul>	See advertising rates *	RACS.Communications@surgeons.org
	Other education institution e.g. university	<ul style="list-style-type: none"> <li>Website event advert inc calendar listing and web page</li> <li>Fax Mentis text mention</li> </ul>	See advertising rates	RACS.Communications@surgeons.org
	Corporate/commercial institution	<ul style="list-style-type: none"> <li>Website event advert inc calendar listing and web page</li> <li>Fax Mentis text mention</li> </ul>	See advertising rates	RACS.Communications@surgeons.org
Course (education)	Specialty society (RACS)	<ul style="list-style-type: none"> <li>Fax Mentis text mention</li> </ul>	Free	RACS.Communications@surgeons.org
	Other College	<ul style="list-style-type: none"> <li>Fax Mentis</li> </ul>	See advertising rates	RACS.Communications@surgeons.org
	Other education institution e.g. university	<ul style="list-style-type: none"> <li>Fax Mentis</li> </ul>	See advertising rates	RACS.Communications@surgeons.org
	Government (Australia and New Zealand)	<ul style="list-style-type: none"> <li>Website event advert inc calendar listing and web page</li> <li>Fax Mentis text mention</li> </ul>	Free <sup>^</sup>	RACS.Communications@surgeons.org
	Health not-for-profit	<ul style="list-style-type: none"> <li>Website event advert inc calendar listing and web page</li> <li>Fax Mentis</li> </ul>	See advertising rates *	RACS.Communications@surgeons.org
	Job vacancy	Specialty society (RACS)	<ul style="list-style-type: none"> <li>Website surgical vacancy listing</li> <li>Fax Mentis text mention</li> </ul>	Free
Other College		<ul style="list-style-type: none"> <li>Website surgical vacancy listing</li> <li>Fax Mentis</li> </ul>	See advertising rates	RACS.Communications@surgeons.org
Government (Australia and New Zealand)		<ul style="list-style-type: none"> <li>Website surgical vacancy listing</li> <li>Fax Mentis</li> </ul>	See advertising rates	RACS.Communications@surgeons.org
Health not-for-profit		<ul style="list-style-type: none"> <li>Website surgical vacancy listing</li> <li>Fax Mentis</li> </ul>	See advertising rates *	RACS.Communications@surgeons.org
Corporate/commercial institution		<ul style="list-style-type: none"> <li>Website surgical vacancy listing</li> <li>Fax Mentis</li> </ul>	See advertising rates	RACS.Communications@surgeons.org
Surveys		Active RACS Fellow, SIMG, SET Trainee	<ul style="list-style-type: none"> <li>Fax Mentis</li> </ul>	Free
	External to RACS - co-branding/ co-authorship#	<ul style="list-style-type: none"> <li>Fax Mentis</li> </ul>	Free	<a href="mailto:surveys@surgeons.org">surveys@surgeons.org</a>
	External to RACS - friendly collaboration#	<ul style="list-style-type: none"> <li>Fax Mentis</li> </ul>	See advertising rates	<a href="mailto:surveys@surgeons.org">surveys@surgeons.org</a>

\* Not-for-profit organisations attract a discounted rate.  
<sup>^</sup>Subject to availability and type of content  
# 'External to RACS' includes other colleges, government, health not-for-profit, corporate/commercial, universities, etc.

Surgical News [advertising details](#)



# Advertising rates Total amount payable includes GST.

- Website event advert inc calendar listing and web page, \$545AUD for 4 weeks
- Website surgical vacancy listing, please view the [advertising kit](#)
- ^Fax Mentis, \$500AUD large banner ad per edition  
\$350AUD strip banner per edition  
\$150AUD event listing  
\$150AUD survey listing  
\$150AUD job listing
- Surgical News, please view the [media kit](#)

Tailored packages are also available, please contact us to discuss your needs.

^ only two paid advertisements are featured in any edition, ensuring visibility of your message. No more than six adverts per advertiser in a calendar year.





# Booking information and key dates

## Surgical News

Please view [media kit](#)

## Digital – website and electronic newsletter

Booking required 14 working days prior to live date.

Material required 5 days prior to live date.

Cancellation - Must be received in writing 10 working days prior to live date. Cancellations received after this time will incur a cancellation fee for 50% of the value.

RACS doesn't guarantee your choice of date until confirmed. RACS reserves the right to refuse bookings and/or content.



# Survey submission information



All surveys/ research are evaluated before advertising.

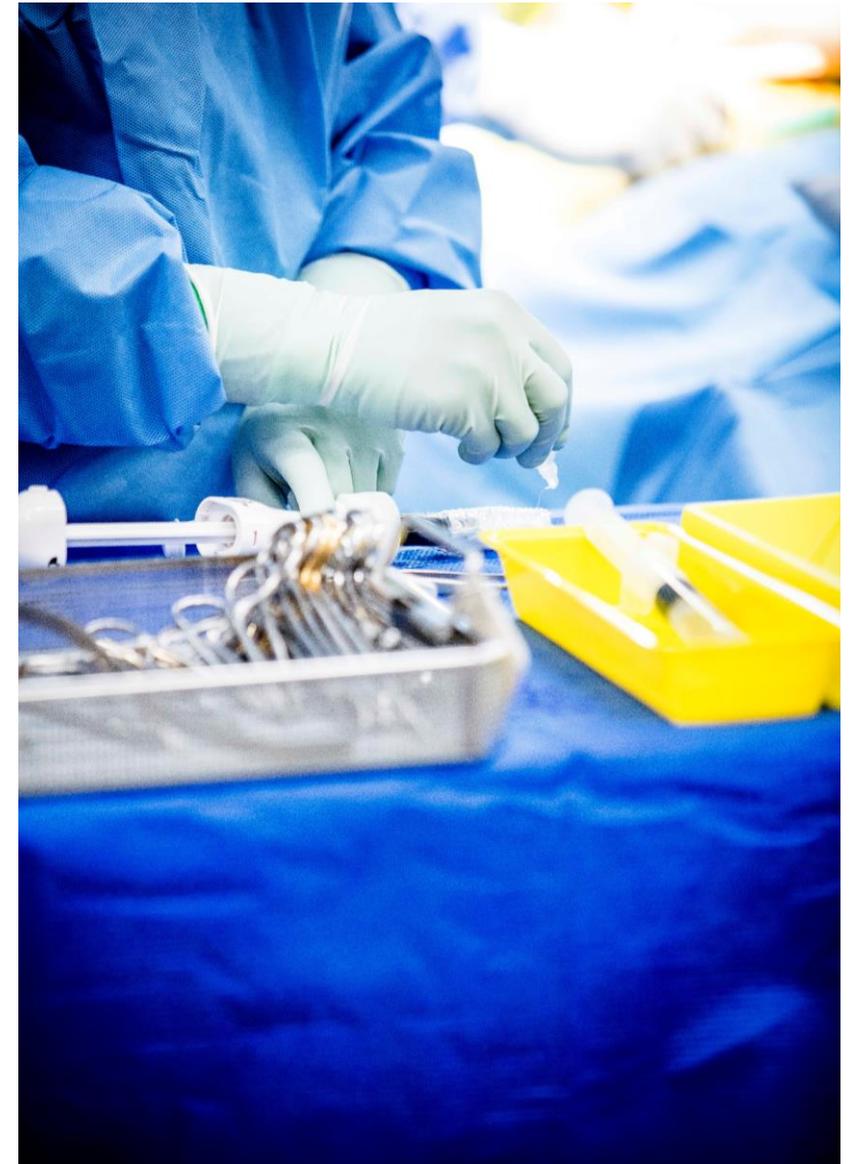
Research must be relevant to readership. Ethics approval required. Quality of survey/methodology must be sound.

Conditions apply. No guarantee of audience engagement. Wording may be subject to minor changes.

Contact [surveys@surgeons.org](mailto:surveys@surgeons.org) for more information.

## Contact details

- If you would like any more information about advertising with RACS please contact
- Fax Mentis and website.  
[RACS.Communications@surgeons.org](mailto:RACS.Communications@surgeons.org)
- Surgical News.  
[snadvertising@surgeons.org](mailto:snadvertising@surgeons.org)
- Survey requests.  
[surveys@surgeons.org](mailto:surveys@surgeons.org)
- Packages. Tracey Volkmer, Marketing Specialist.  
[Tracey.Volkmer@surgeons.org](mailto:Tracey.Volkmer@surgeons.org)



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