

SurgicalNews



Media Kit 2021



Royal Australasian
College of Surgeons

Welcome to SurgicalNews



With a distribution in excess of 8,000 and a wider circulation that also sees the magazine in hospital waiting rooms and surgical consulting offices, *Surgical News* is the official monthly publication of the Royal Australasian College of Surgeons that includes articles of interest in surgery, news about RACS events and courses, features on surgical subjects, Fellows in the news and current research activities as well as news about overseas programs.

The RACS magazine began at the start of the century, growing from the former RACS Bulletin, which commenced in 1981.

Now in its 38th year, the magazine celebrates the surgical profession by profiling inspiring surgeons working throughout Australia and overseas. It also explores policy and advocacy issues, industry news, global health and other topics relevant to surgery and health.

Special features address areas such as small business management, technology updates, financial management and medico-legal advice.

Surgical News regularly features articles that highlight digital technology in surgery, research, education and scholarships, regulatory responsibilities as well as events and heritage.

Mailed direct to RACS surgeons, Trainees and International Medical Graduates (IMGs) across Australia and New Zealand every month and available online as an interactive flipbook, *Surgical News* is an informative companion to the *Australia and New Zealand Journal of Surgery* (ANZJS), the peer-reviewed publication of the Royal Australasian College of Surgeons (RACS).

It is a primary communications tool for RACS to reach its membership and is not so much about surgery as about surgeons themselves – their lives, their interests and their achievements.

Surgical News is published six times a year, every two months. Surgeons are recognised as time-poor but with a high net worth and *Surgical News* delivers an audience that is 'pre-qualified': a group 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.



ADVERTISING AT RACS

Today's date Name

Organisation

Not for profit Specialty society Government organisation Fellow

Postal address

Telephone number Email

Surgical News Fax Mentis Website

Discounts:

NGOS: Standard 10 percent discount off bookings. When booking 3 channels to run consecutively or more than 3 adverts the discount equates to 20 percent. No further discount applies.

Others: When booking three channels to run consecutively or three adverts the discount is 10 percent. No further discount applies.

PAYMENT DETAILS

Total advertising price (AUD) (incl GST)

Visa Master Card Amex

Card number Expiry Date
..... /

Cardholder's name Cardholder's signature

Material requirements

Email art files to RACS.Communications@surgeons.org

Terms and conditions

This booking is subject to the terms and conditions on the following page. All advertising must be prepaid upon booking.

SURGICAL NEWS (CLICK HERE TO LEARN MORE ABOUT SURGICAL NEWS)

Issue (please tick)

| | | |
|----------|---------|----------|
| Jan/Feb | Mar/Apr | May/June |
| | | |
| July/Aug | Sep/Oct | Nov/Dec |
| | | |

Size of advert (please tick)

| | | | |
|---------|-------|------|--------------|
| Quarter | Third | Half | Loose insert |
| | | | |
| IFC | OBC | IBC | Full Page |
| | | | |

| AD SIZES | RATES (INC. GST) | PREMIUM POSITIONS | RATES (INC. GST) |
|---|------------------|--------------------|------------------|
| Full page | \$4220 | Inside Front Cover | \$5050 |
| Half page | \$2190 | Outside Back Cover | \$5260 |
| Third | \$1625 | Inside Back Cover | \$4835 |
| Quarter | \$1125 | | |
| LOOSE INSERT (Note Insert printing/delivery to mail-house is advertiser's responsibility) | | | |
| Commercial | \$1830 | NFP | \$1160 |
| RACS affiliated | \$965 | | |

Advert dimensions

- Full page, outside back cover, inside back cover 210 mm x 297 mm plus 5mm bleed
- Half page horizontal 182 mm x 130 mm
- Half page vertical 88 mm x 265 mm
- Third page horizontal 182 mm x 87 mm
- Quarter page 88 mm x 130 mm
- Loose insert maximum size double sided A4 flyer

| | | |
|--------------------------------------|-------|------------|
| Advert amount (AUD) | | (incl GST) |
| Less discount where applicable (AUD) | | (incl GST) |
| Total amount (AUD) | | (incl GST) |

THINGS YOU SHOULD KNOW TERMS & CONDITIONS

Rights, Discretions and Obligations of RACS

- 1.1 RACS shall use its reasonable endeavours to publish advertising in the format as agreed with the advertiser.
- 1.2 RACS reserves the right of final artwork approval.
- 1.3 RACS is under no obligation to accept advertising from the advertiser.
- 1.4 RACS reserves the right to
 - refuse or withdraw from publication of any advertising at any time without giving reasons (in which case, no charge to the advertiser will be incurred);
 - vary the placement and positioning of any advertisement at any time (unless an advertiser has been charged a price for the advertising which is specific to the placement or positioning of the advertising).
- 1.5 RACS owes no duty to the advertiser to review, approve or amend any advertising.
- 1.6 In the event that RACS reviews, approves or amends any advertising, the advertiser continues to be responsible for the content of the advertising.
- 1.7 At RACS discretion, any advertising published by RACS may be archived and/or republished by RACS or anyone authorised by RACS.

Obligations of the Advertiser

- 2.1 The advertiser's advertisement must be submitted in accordance with the specification and in the manner set out in the RACS Media Kit, or as otherwise specified in writing by RACS, which may be amended from time to time at RACS discretion.
- 2.2 The advertiser must not resell the advertising space to any third party without RACS written consent.
- 2.3 The advertiser must meet the booking and copy deadlines set out by RACS in the RACS Media Kit, or as otherwise specified in writing, which may be amended from time to time at RACS discretion.
- 2.4 The advertiser must promptly check proofs of the advertising and notify RACS immediately of any errors in the proofs or in the published advertising.
- 2.5 RACS does not accept responsibility for any errors submitted by the advertiser.

Warranty by the Advertiser

- 3.1 The advertiser warrants to RACS that the advertising does not breach or infringe any law or applicable code (including any common law, statute, delegated legislation, regulation, rule or ordinance) of the Commonwealth, or a State or Territory.
- 3.2 The advertiser warrants that if the advertising contains the name, photograph or pictorial representation of any person and/or any copy by which any person can be

identified, the advertiser has obtained the authority or permission of that person.

Payment

- 4.1 RACS requires prepayment by the advertiser for all new bookings, however, at RACS discretion it may elect for that payment to be made post publication of the specified advertisement.
- 4.2 The advertiser must make payment to RACS in the manner set out in the Tax Invoice (including but not limited to the amount due, method for payment and amount due date).
- 4.3 RACS reserves the right to change its advertising rates at any time without notice. For the avoidance of doubt, any changes to advertising rates will not affect the amount payable as specified in the Tax Invoice issued before the changes to the advertising rates.
- 4.4 Advertising rates are subject to the addition of applicable taxes, including Goods and Services Tax (GST).
- 4.5 The advertiser must pay the full price for advertising even if RACS varied position or placement of the advertising (unless the advertiser has been charged a price for the advertising which is specific to the placement or positioning of the advertising) or if there is an error in the advertising (unless the error was RACS fault).

Cancellation

- 5.1 Cancellation of any advertising is subject to RACS approval and such approval is to be exercised at RACS sole discretion.
- 5.2 No cancellations will be accepted by RACS after the booking deadline.
- 5.3 If RACS does not approve an advertiser's request to cancellation
 - The payment obligations under clause 4 continue to apply; and
 - Any payments made to RACS for the advertising shall not be refunded to the advertiser.

Liability and Indemnity

- 6.1 RACS will not be responsible for any loss or damage to any advertising material left in its control.
- 6.2 RACS is not liable for any loss or damage from an internet or telecommunication failure.
- 6.3 The advertiser acknowledges that it has not relied on any advice given or representation made on behalf of RACS in connection with the advertising.
- 6.4 RACS excludes all implied conditions and warranties from these terms, except any non-excludable condition.
- 6.5 RACS limits its liability for breach of any non-excludable condition (to the extent such liability can be limited) and for any other error in published advertising caused by RACS to the re-supply of the advertising or refund of

the money paid for the advertising (at RACS option).

- 6.6 Subject to clauses 6.4 and 6.5, RACS excludes all other liability to the advertiser for any costs, expenses, losses and damages incurred in relation to advertising published by RACS, whether that liability arises in contract, tort (including by RACS negligence) or under statute. Without limitation, RACS will in no circumstances be liable for any indirect or consequential losses, loss of profits, loss of revenue or loss of business opportunity.
- 6.7 The advertiser indemnifies RACS and its officers, employee, contractors and agents against any costs, expenses, losses, damages and liability suffered or incurred by them arising from the advertiser's breach of the terms and any negligent or unlawful act or omission of the advertiser in connection with the advertising.

General

- 7.1 The terms, the Tax Invoice, the Privacy Policy and any other written agreement between the parties constitute the entire agreement between the advertiser and RACS for advertising. The terms cannot be otherwise varied by the advertiser unless agreed in writing and signed by an authorised officer of RACS.
- 7.2 RACS reserves the right to amend these terms and conditions at any time without notice.
- 7.3 RACS is not liable for any delay or failure to publish the advertising if such delay or failure is caused by a factor outside RACS' reasonable control (including but not limited to any act of God, industrial dispute, electricity failure, governmental or legal restraint).
- 7.4 The terms are governed by and construed in accordance with the laws of Victoria.
- 7.5 Bookings aren't guaranteed until confirmed by RACS in writing and paid by the advertiser in full. RACS reserve the right to refuse material or content at any time.

Definitions

- 'Advertising' refers to any image, content or information submitted for publication in any form or medium as an advertisement.
- 'Advertiser' means a person or entity for which RACS publishes advertising.
- 'Non-excludable condition' means any condition or warranty (such as conditions and warranties implied by the Commonwealth and Consumer Act 2010 (Cth) and equivalent State acts) which cannot by law be excluded.
- 'RACS' means Royal Australasian College of Surgeons (ABN 29004167766 & ACN 004167766).
- 'Tax Invoice' refers to a tax invoice for advertising which is issued by RACS to the advertiser.