



ACD ADVERTISING KIT

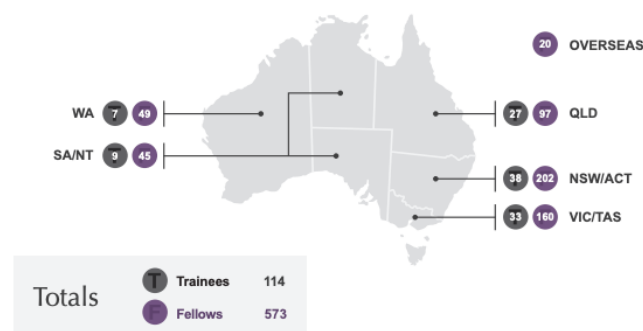
2020

Our Members – Your Dermatology Audience

Australasian College of Dermatologists (ACD)

We are the peak medical college accredited by the Australian Medical Council for the training and professional development of medical practitioners in the specialty of dermatology. They provide authoritative information about dermatology to Government, the media, other health professionals and the general public.

Our Membership



Medical practitioners who have successfully completed the training program of the ACD are known as Fellows of the College (FACD). Fellows of the College are recognised by Medicare Australia and the Medical Board of Australia as specialists in dermatology.

What is a dermatologist?

A dermatologist specialises in the diagnosis, treatment and prevention of skin diseases and cancers. The skin is the largest organ in the body and also includes hair, nails, the wet areas of the mouth and genitalia.

Typical skin consultations include acne, psoriasis, atopic eczema, skin infections such as warts, mole surveillance, melasma and occupational dermatitis. Dermatologists also conduct Mohs surgery and deliver cosmetic services such as laser therapy.

The majority of Australian dermatologists work in metropolitan private practice. However, many provide outreach services to rural and remote areas on a regular basis.

A large number of dermatologists conduct outpatient clinics in public hospitals, and are involved in the training of dermatology registrars. Many are also involved in clinical and academic research.

Reach Out to the Dermatology Community

Work with us and gain access to:

- The only Government accredited provider of specialist training for dermatologists
- Opportunities to promote your aligned organisation to our members
- Promotion on ACD communications platforms, including our magazine, newsletter and social media.

Our Communication Platforms



The Mole – Our quarterly magazine

Our flagship communication piece, with a circulation of over 800 members included Fellows and Trainees across Australia and New Zealand. The Mole is also publicly available on our website. It is currently a digital publication only.

ACD Weekly member e-news

Our weekly email newsletter goes out to over 700 individuals with a focus on the most up-to-date news about college activities, events and information from the dermatology community.

ACD Website

We provide a dedicated space to advertise:

- Positions vacant – locum, full-time, part-time (for ACD Fellows only)
- IMG positions
- Research opportunities
- Rooms available

Social Media

Engage with the broader dermatology network via our social media platforms.



Advertising Rates

Pricing and packages

All prices quoted are in Australian dollars and exclude GST and are correct as of 1 May 2020. Advertising packages across multiple channels can be negotiated.

The Mole	
Full page advertisement	\$2,700
Half page advertisement	\$1,700
Quarter page advertisement	\$900
1 page insert	\$1,875
2 page insert	\$3,750
4 page insert	\$7,500

Weekly e-newsletter	
Small banner ad including text, link and logo	\$200

Website – Positions vacant	
Text advertisement (maximum 300 words)	\$175/month <i>Free of charge to ACD Members</i>

Social media	
Standard post including text, link and logo or image	\$175/month/platform

Advertising Terms and Conditions

- ACD accepts advertising from patient support groups, research entities and service organisations with aligned values and goals. Advertising requests from commercial enterprises and/or for branded products are considered on a case by case basis.
- ACD reserves the right to reject any advertisement or copy, such as any material considered offensive or material that does not align with our values. All requests to advertise are sent to College's Public Affairs Committee for review and approval.
- The advertiser must meet booking deadlines to ensure their advertisements are published. ACD must receive all artwork by no later than 12.00pm on the day material is due. If ACD does not receive artwork by the material deadline date, the advertiser will lose their placement and no refund will be provided.
- ACD must receive all cancellations in writing two weeks before the material deadline date.
- ACD cannot accept responsibility for:
 1. Any errors in digital files supplied to ACD for distribution. We will accept only file formats we requested.
 2. Any discrepancy in advertisement colour, unless a digital output proof is supplied with the specifications.

We look forward to working with you.

Contact

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