



THE AUSTRALASIAN COLLEGE
OF DERMATOLOGISTS

Media Kit

Who we are

The Australasian College of Dermatologists (ACD) is 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.

What dermatologists do?

Dermatologists specialise 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 research, at both the basic science and clinical levels.

What the College does?

The ACD is a membership organisation of professional dermatologists which exists to ensure first class dermatology care to the community.

Our Mission:

To lead the achievement of first class dermatology care and skin health for our communities

College is the leading authority in Australia for Dermatology but has an opportunity to be a key leading body in dermatology in the Southern Hemisphere and grow its influence globally.

Our Vision:

To be a well respect leader in the Asia- Pacific region for dermatological training, continuing education; scientific advancement and advice.

We operate from a set of values which shape us:

Leadership - which motivates the capacity of our profession
Professionalism - demonstrating competence and skill in our work
Integrity - adhering to moral and ethical principles and practice
Progressive – continuously improving. Presenting new and innovative ideas
Inclusiveness - valuing and respecting diversity
Accountability & Responsibility – to our communities and members; for the use of member resources

Our strategic pillars are:

SERVICE TO COMMUNITY	EDUCATION	SERVICE TO MEMBERS
Make dermatology profession a quality result	Quality dermatological education at all levels	We support you
ORGANISATIONAL EXCELLENCE		
An efficient organisation that demonstrates best practice across all key areas		

About our members

The membership of the ACD includes 550 Fellows, 130 Trainees and 43 Associate Members. International Medical Graduates (IMGs) also form part of 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 we can offer

By advertising with us, you gain access to:

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

Our communication platforms

1. The Mole- ACD quarterly hard copy magazine to members of 20 to 30 pages with circulation of 800 in Australia and New Zealand
2. Weekly newsletter- weekly e-newsletter sent to members on news, events and media with circulation of 600 in Australia
3. ACD website- public website of the ACD <https://www.dermcoll.edu.au/>
4. Positions vacant- on the private members section website of the ACD
5. LinkedIn- used for industry news and communications (coming soon)

6. Twitter- used for media and public communications <https://twitter.com/DermatologyACD>
7. Facebook- used for public communications
<https://www.facebook.com/australasiancollegeofdermatologists/>

Advertising terms and conditions

ACD accepts advertising from patient support groups, research entities and service organisations with aligned values and goals. We do not accept advertising from commercial enterprises and branded products.

ACD reserves the right to reject any advertisement or copy, such as any material considered offensive or material that does not align with ACD advertising standards and regulations.

The advertiser must meet booking deadlines to ensure their advertisements are published. ACD must receive all artwork by no later than 12.00 pm on the day material is due. If ACD does not receive artwork by the material deadline date, we reserve the right to repeat a previous advertisement without consulting the advertiser.

ACD must receive all cancellations in writing two weeks before the material deadline date.

ACD cannot accept responsibility for:

- Any errors in digital files supplied to ACD for outputting. We will accept only file formats we requested
- Any discrepancy in advertisement colour, unless a digital output proof is supplied with the specifications.

Advertising costs

*** NB: All prices quoted are not including GST**

The Mole

Full page- \$2,700/quarter

Half page- \$1,700/quarter

Quarter page- \$900/quarter

Insert- 1 page- \$1,875/quarter

Insert- 2 pages- \$3,750/quarter

Insert- 4 pages- \$7,500/quarter

Weekly e-newsletter

Large footer banner- 1024 x 341 image and link- \$250/week

Small footer banner- 370 x 180 image and link- \$200/week

ACD website

Medium rectangle on home page- 295 x 129 image and 165 characters- \$180/month

Medium rectangle on other page- 295 x 385 image and 430 characters- \$135/month

Positions vacant

Standard post of minimum 300 words- \$175/month

LinkedIn/Facebook/Twitter

Standard post- \$175/month each platform

Advertising packages across multiple channels can be negotiated.

Contact

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