

## Advertising and promotion

Brisbane North PHN aims to facilitate communication between health services and sectors. As such, the following opportunities are available to local health care providers, public health services and community organisations in the North Brisbane and Moreton Bay region.

Advertiser	Publications (printed and electronic)		Website	Direct mail or email marketing
	Network Link	Partners in Health		
<b>Paid advertising</b>				
For profit businesses	✓	x	x	x
Not for profit businesses	✓	x	x	x
<b>Free promotional opportunities</b>				
For profit businesses	✓ Brief 'Noticeboard' items or events as below	x	✓ Approved job vacancies	x
Not for profit businesses	✓ Approved articles, 'Noticeboard' items or events as below	x	✓ Approved health care events	x

Please note that Brisbane North PHN will not:

- provide email addresses for individuals or any other personal details nor conduct mail-outs on behalf of other organisations
- disseminate marketing or other materials in person or via email on behalf of other organisations (unless included in publications as outlined below or where a formal agreement is in place, e.g. public health alerts)
- sell or provide contact details of general practices or other health care professionals to third parties.

[www.brisbanenorthphn.org.au](http://www.brisbanenorthphn.org.au)

Level 1, Market Central  
120 Chalk Street, Lutwyche QLD 4030  
PO Box 845 Lutwyche QLD 4030  
t 07 3630 7300 f 07 3630 7333

Level 2, 10 Endeavour Boulevard  
North Lakes QLD 4509  
PO Box 929 North Lakes QLD 4509  
t 07 3490 3490 f 07 3630 7333

## Online advertising

The PHN **does not** offer online advertising except for the following free options:

- listing of positions vacant available in general practice or related community based/health services
- general listing of health sector relevant professional development events and conferences (this list also published in Network Link, space permitting).

To list local vacant positions, click here to review terms and conditions and to **submit your advertisement**.

To list your professional development event, click here to review terms and conditions and [submit your event](#).

## Advertising in Network Link

The only publication in which Brisbane North PHN allows advertising is our monthly newsletter Network Link.

### Target audience

- general practitioners and practices
- allied health professionals
- aged care service providers
- community-based health related service providers
- other interested parties can subscribe.

### Format and distribution

- e-news linked to online flipbook ~ 2,000 recipients
- limited numbers of hard copies are also available
- not distributed to the general public
- [click here for distribution dates](#).

### Advertising

- A limit of two paid advertisements applies for each edition of Network Link.
- All advertising must be booked and paid for at least two weeks in advance and paid prior to publication date.

### Advertising options

Ad size	Costs (inc. GST)
<b>Quarter (1/4) page ad</b> Landscape: 180mm W x 67mm H Portrait: 86mm W x 133.5mm H	<b>\$95</b>
<b>Third (1/3) page ad</b> 180mm W x 89mm H	<b>\$125</b>
<b>Half (1/2) page</b> 180mm W x 119mm H - <b>NO BLEED</b> 216mm W x 133.5mm H - <b>BLEED</b>	<b>\$200</b>
<b>Suitable ad file formats</b> High-res (300dpi) JPG, EPS or print quality PDF. <b><u>Please refer to Advertising Template document to make sure your advert fits the template.</u></b>	

### Article contributions

The PHN offers publication of articles and information at no cost for relevant content supplied by not-for-profit health related organisations, including:

- word limit: 300 words
- public-funded health services
- community groups (health related)
- not-for-profit groups and services (health related)
- health related services / providers offering free or subsidised health and lifestyle programs for the general public and are considered to be of broad benefit to our community.

## Noticeboard

The Noticeboard page of Network Link offers space, at no cost, for brief items from any health related organisations and community groups, including private/ for-profit services.

- word limit: 150 words
- must be relevant to a health audience, e.g. service announcements, professional resources.
- can include click-through URLs.
- if space permits, logos may be included. Images must meet the specifications outlined under 'Advertising options'.

## Free promotion of events

Free basic listings of education opportunities may— space permitting—be published in Network Link under the 'What's on elsewhere' section and on our website (see 'Online advertising and promotion' for details).

## Publication schedule

[Click here to view our publication schedule.](#)

## Terms and Conditions

- Publication of all materials—including advertising—is at the discretion of Brisbane North PHN. Inclusion is not guaranteed.
- The PHN has final approval of all published material and reserves the right to omit or alter items.

- Submission of copy is the responsibility of the author and must be received by the PHN by the deadlines as per the Publication schedule.
- All copy should be written to a broad audience of healthcare and community service providers and professionals.
- Images, photos and logos must meet the specifications as outlined in the table under 'Advertising options'.
- Attachments and inserts cannot be included.
- Article submissions will not be accepted from private health services, private companies or for-profit services. See 'Noticeboard' for alternative options.
- Submissions must be written for a health professional audience and focus on services or programs and how they can be accessed.
- Images, photos and logos are to be supplied as print quality PDF or high resolution (300dpi) JPG or EPS files. Note: images contained within a MSWord document are not suitable.
- Regular bookings for advertisements are not available.

## Submissions

Please send all materials for Network Link to [communications@brisbanenorthphn.org.au](mailto:communications@brisbanenorthphn.org.au)