

Promotional opportunities within PHN publications

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 (digital)		Website	Direct mail or email marketing
	Network Link	Partners in Health		
Free promotional opportunities				
For profit businesses	✓ Brief 'Noticeboard' items as below	✘	✓ Approved health care events ✓ Approved job vacancies	✘
Not for profit businesses	✓ Approved articles, 'Noticeboard' items as below	✘	✓ Approved health care events ✓ Approved job vacancies	✘

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

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

Website contributions

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

To list local vacant positions, click here to review terms and conditions and to [submit your job listing](#).

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

Please note, users will need to create an account on our website. To do this please follow the prompts via the links above or contact communications@brisbanenorthphn.org.au for assistance.

Contributions to our e-newsletter

Brisbane North PHN accepts article contributions for our twice-monthly e-newsletter, Network Link. Short (100 word) contributions should be submitted as 'Noticeboard' contributions and longer items (200-250 words) may be published as articles.

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-newsletter ~ 2,000 recipients
- not distributed to the general public
- [click here for distribution dates](#).

1. Article contributions

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

- public-funded health services
- community groups (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
- word limit: 200-250 words
- must include a call-to-action for more information (i.e. a URL, email address or phone number).

2. Noticeboard

The Noticeboard section 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: 100 words
- must be relevant to a health audience, e.g. service announcements, professional resources
- can include click-through URLs
- must include a call-to-action for more information (i.e. a URL, email address or phone number).

Publication schedule

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

Terms and Conditions

- Publication of all materials—including articles—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.
- 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.

Submissions

Please send all content for consideration to communications@brisbanenorthphn.org.au.