

# Advertising rate card

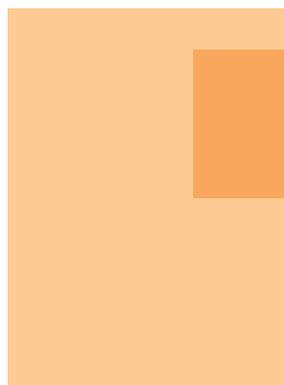
1 DECEMBER 2023

For booking enquiries email  
[communications@rnzcgp.org.nz](mailto:communications@rnzcgp.org.nz)

## ePulse

ePulse is our weekly member newsletter emailed to GPs, rural hospital doctors, registrars, and other health stakeholders. It carries very few images, so advertising stands out.

### Premium (above the scroll)

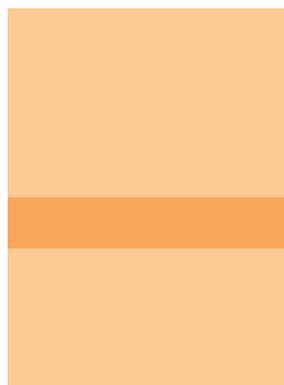


#### Size

Width: **220 px**  
Height: **350 px**

**\$500** + GST per week

### ePulse banner



#### Size

Width: **660 px**  
Height: **120 px**

**\$300** + GST per week

- > 5,500 subscribers
- > 50% open rate
- > Weekly (every Tuesday)

## GP Voice

GP Voice is our monthly digital magazine that is emailed to our members, stakeholders and other interested people who have registered to receive it.

### A5 in 'Views of the College'

Width: **210 mm**  
Height: **148 mm**

**\$1,500** + GST per issue

### DL in 'Views of the Fellows'

**99 mm x 210 mm**  
(horizontal or vertical)

**\$1,200** + GST per issue

### A4 in 'Voices of the Sector'

Width: **210 mm**  
Height: **297 mm**

**\$2,995** + GST per issue

We will also consider publishing sponsored stories, but these need to be discussed first with our communications team.

Email: [communications@rnzcgp.org.nz](mailto:communications@rnzcgp.org.nz)

- > 5,500 subscribers
- > 72% open rate
- > Monthly (last Thursday of the month)

## SPECIFICATIONS

- > You provide a trackable URL and design files.
- > Files should meet the size specifications for the purchased advertising space and be in jpg or png format.

## NOTES

- > Discounts apply to multiple advertising space bookings – contact us to find out more.
- > All advertising needs to be reviewed and approved by the College and meet our **publication advertising policy**.



The Royal New Zealand  
College of General Practitioners  
Te Whare Tohu Rata o Aotearoa