

Digital advertising

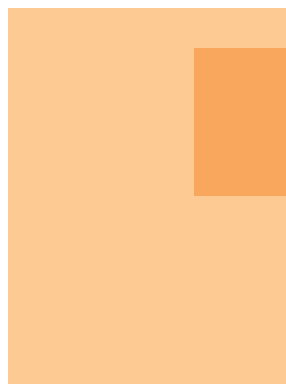
1 NOVEMBER 2022

For booking enquiries email
communications@rnzcgp.org.nz

ePulse

ePulse is our weekly member newsletter to all 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

- > 5,200 subscribers
- > 50% open rate
- > Weekly (every Tuesday)

GP Pulse

GP Pulse is our monthly wrap-up of long-form stories from our website, collated into an easy-to-read newsletter to our members, stakeholders, and other interested people.

GP Pulse banner



Size

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

\$500 + GST per newsletter

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

Email: communications@rnzcgp.org.nz

- > 4,300 subscribers
- > 67% open rate
- > Monthly (last Friday of the month)

SPECIFICATIONS

- > You provide a trackable URL and design files
- > Files should be in jpg or png format.

NOTES

- > Packages available for multi-week bookings
- > 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