



MEDIA KIT 2023

WHY ADVERTISE WITH SHPA?

—

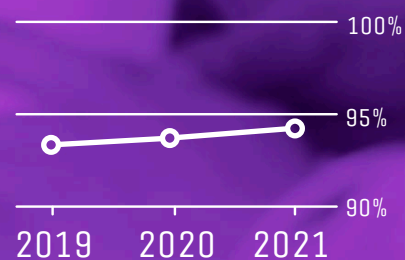
The Society of Hospital Pharmacists of Australia (SHPA) comprises Australia's leading hospital pharmacists, technicians and pharmacy assistants.

Directly reach this influential community by advertising with SHPA's weekly newsletter [eNews](#).

TOTAL SHPA MEMBERS

5,200+

MEMBERSHIP RETENTION



SHPA ENEWS

Hitting more than 5,200 SHPA Members' inboxes each week, SHPA's eNews delivers the latest in hospital pharmacy news and events year-round. Advertising with eNews is an effective way to get your message into the inboxes of hospital pharmacy professionals across Australia.

[See example eNews](#)

REACH (2020-21)

4,600 AVERAGE DISTRIBUTION

36.6% AVERAGE OPEN RATE

BANNER AD, PRIMARY PLACEMENT

Third position in the newsletter (after the two lead articles)

SINGLE AD \$380*

FOUR-ISSUE VALUE PACK \$1,368* **SAVE 10%**

BANNER AD, MID-NEWS PLACEMENT

Positioned later in the newsletter

SINGLE AD \$300*

FOUR-ISSUE VALUE PACK \$1,080* **SAVE 10%**

AVAILABILITY

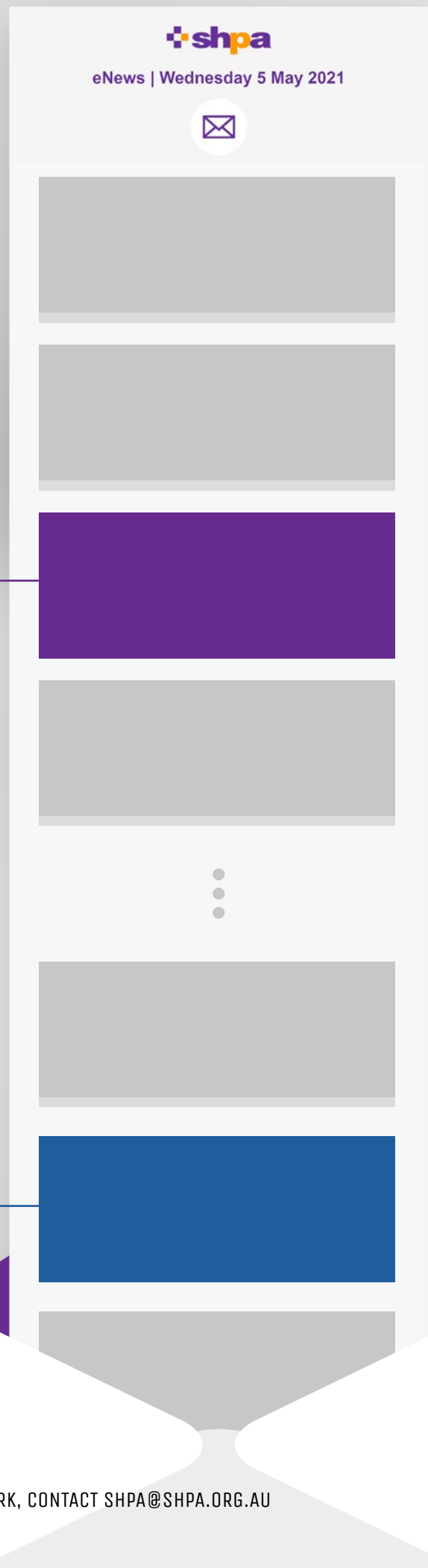
Primary placement: 1 per week

Mid-news placement: 2 per week

eNews is distributed every Wednesday from mid-January to the week before Christmas.

[VIEW SPECIFICATIONS AND DEADLINES](#) ▶

*Prices valid for bookings made before 1 July 2023.



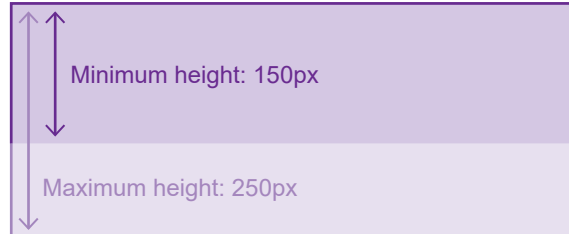
SPECIFICATIONS

SPECIFICATIONS

File format	PNG, JPG, GIF, or animated GIF (without transparency)
Max file size	200 KB
Dimensions	Width: 600px, Height: 150–250px
Resolution	72ppi
Links*	URL, resource, or email

DEADLINES

Frequency	Weekly
Booking	Wed 5pm (one week prior)
Artwork	Mon 5pm (two days prior)
Published	Wednesday 5pm



**Any linked resources must be hosted by the advertiser. If linking to email, please provide the 'To' email address and subject line. Any link tracking must be included in the supplied URL. SHPA is not responsible for providing link tracking on advertisements.*