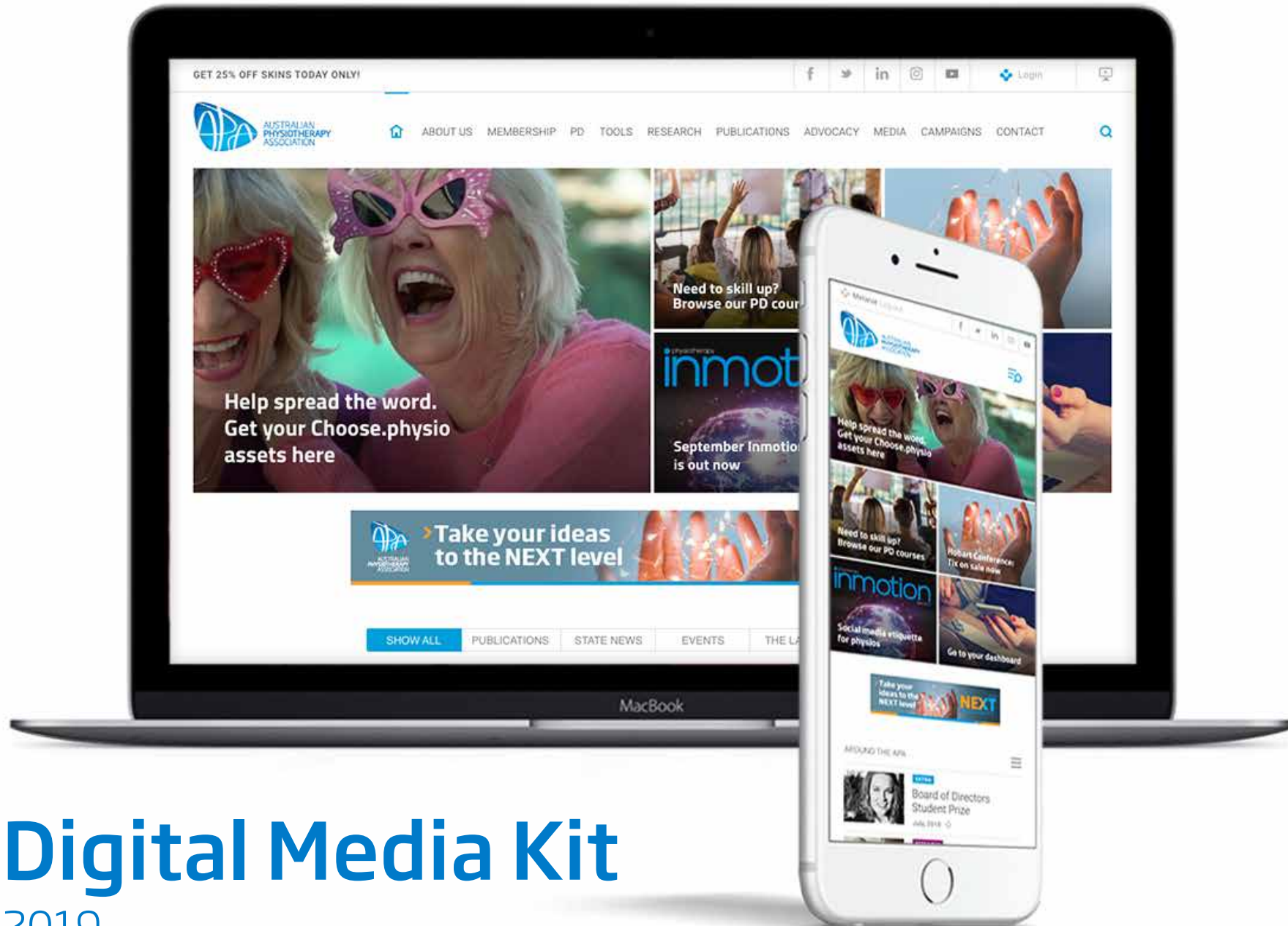




AUSTRALIAN
PHYSIOTHERAPY
ASSOCIATION



Digital Media Kit

2019

At a glance

The APA website is the place physiotherapists and APA members turn to join or renew their membership, find the latest APA professional development opportunities, job prospects, changes to healthcare policy, physiotherapy-related media activity and a full directory of APA physiotherapists.

In 2018, the APA launched a new website, moving from the physiotherapy.asn.au domain to **www.australian.physio**. The new website is fully mobile responsive and changed and expanded our digital advertising offering. It provide an easy-to-navigate experience to all users and seeks to further engage our members and other APA stakeholders on a digital platform.

Our former APA website ranked number one on Google for 'physio' and 'physiotherapy', bringing a growing 65k visits per months. We anticipate that the new website will also follow this trend.

Our audience and your business

The new APA website (**www.australian.physio**) features navigation paths and content aimed at unique audiences with its primary market being APA members, physiotherapists and other health professionals. Its secondary market includes government bodies, media and partners.

In addition, the recently-launched consumer website **www.choose.physio** will be accessible via the APA's main website and is a central product in the APA's national consumer advertising campaign—Choose Physio.

These unique markets open up opportunities for advertisers to choose their intended audience and deliver targeted advertising.

The pages that follow provide an overview of each of areas on the APA website (including **www.choose.physio**) and the associated advertising options available.



Choose where to advertise



1. www.australian.physio

Primary audience: APA members, non-APA physiotherapists and other health professionals.

Secondary audience: government bodies, media and APA partners.

This website features content related to APA membership, professional development, the latest physiotherapy news, research and APA activities in areas covering everything from consumer activities to advocacy priorities. In addition, content regarding partnership with the APA and our latest submissions to government bodies will also be featured.

For the first time, APA members have a dedicated 'member dashboard' where they can access and update their personal records at any time. An ad on this page provides the opportunity to advertise direct to our membership.

Users will also have access to a dedicated 'Find a Physio' platform, with filters ranging from location to experience level and treatment areas. This will form an important tool for GPs looking to refer their patients to a physiotherapist as well as APA members looking to find a colleague with similar interests.

What does the audience look like?

Total APA members:

26,435

(As of 31 October 2018)

Total GPs in Australia:

35,942

(2016-17)

Total physiotherapists
in Australia:

31,722

(As of 1 July 2018)

APA Membership

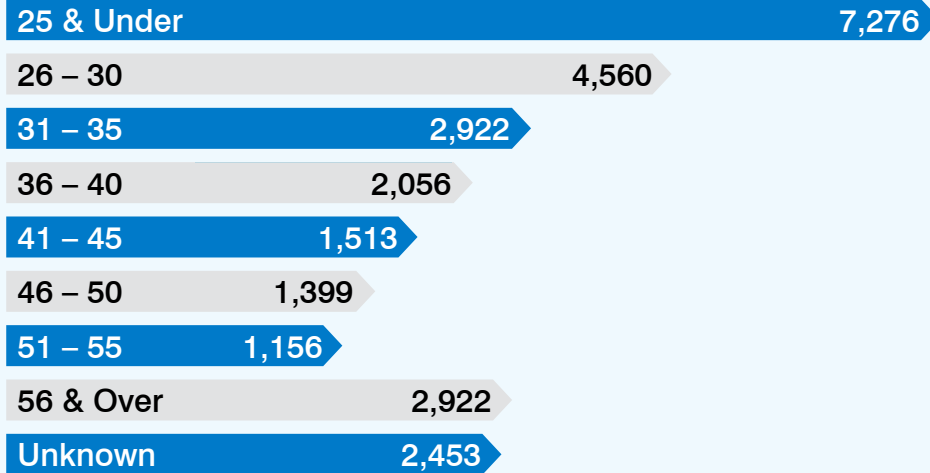
Male:

9,784

Female

15,978

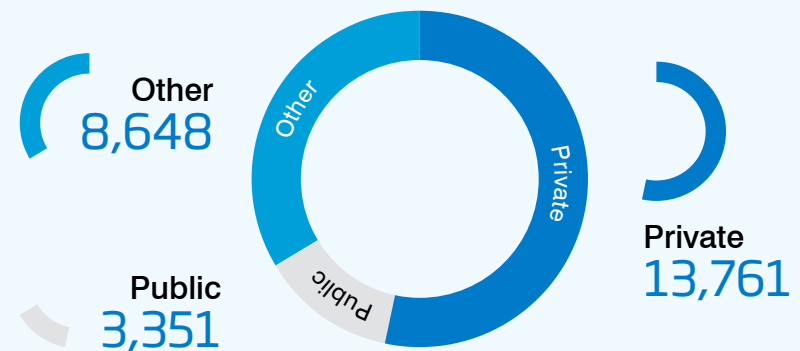
Age group demographics:



Breakdown by state

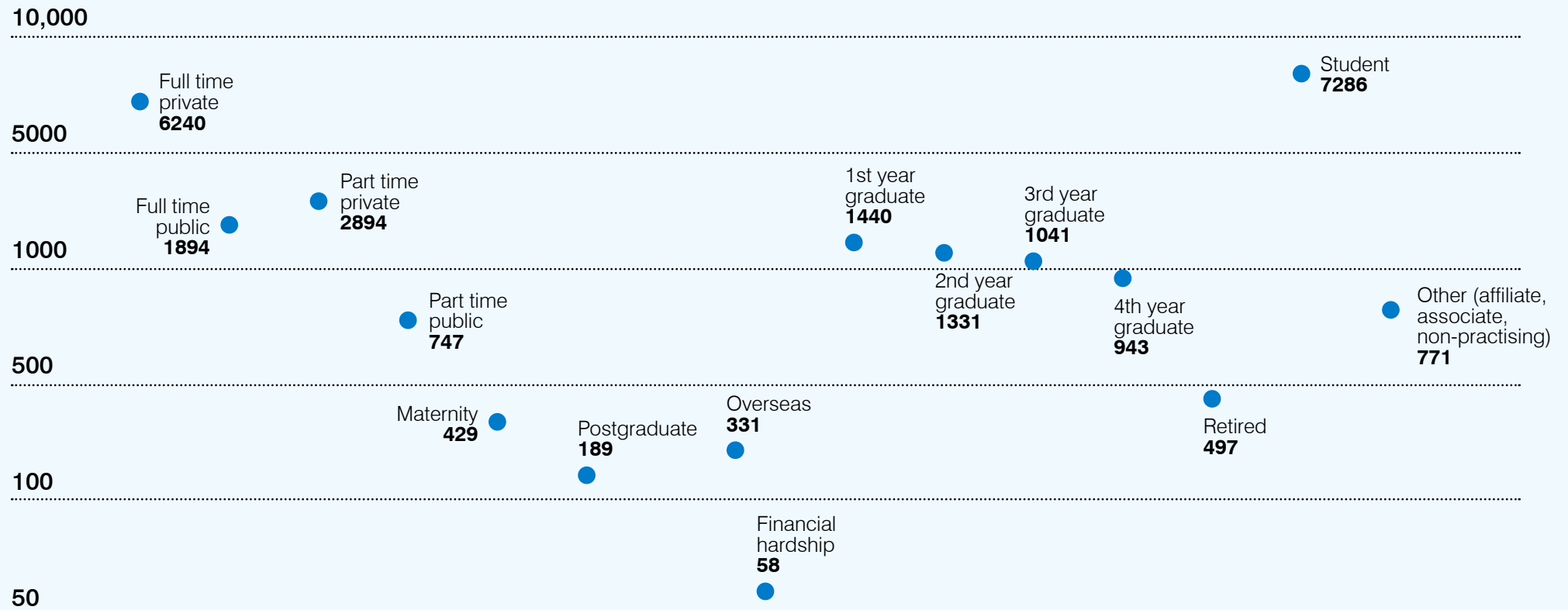


Breakdown by roles



APA Membership

Membership categories



Advertising

Rates and options

Ad types	Price*	Benefits
A: Homepage leaderboard (desktop) and half banner (mobile)	\$800	High impact advertising space on the homepage towards the bottom of the page. Largest banner size available.
B: Homepage large leaderboard (desktop) and half banner (mobile)	\$800	High impact advertising space in a central position on the homepage.
C: Member only dashboard leaderboard (desktop) and half banner (mobile)	\$500	Estimating strong dwell time on this page as members will be able review their personal information.
D: Find a Physio leaderboard (desktop) and half banner (mobile)	\$700	Find a Physio section will be very popular as this provides a member directory for physiotherapists and GPs to find their peers.
E: Membership navigation landing page leaderboard (desktop) and half banner (mobile)	\$400	Provides a high level of dedicated information in relation to APA membership (estimated to be high level traffic to this page)
F: About us navigation landing page leaderboard (desktop) and half banner (mobile)	\$400	Provides a high level of dedicated information in relation to the APA (estimated to be high level traffic to this page)

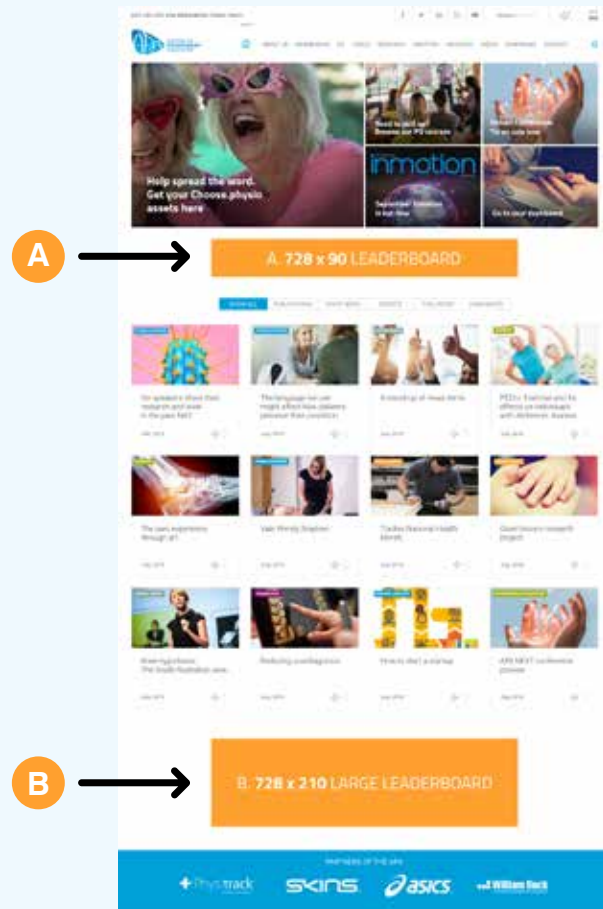
Bundle

Ad types	Price*	Benefits
Homepage bundle	\$1200	Get double the exposure to members and health professionals with our homepage bundle, inclusive of ad A and B.

*All prices are ex. GST

Advertising

Ad sizes and artwork specifications



728 x 90 px LEADERBOARD

234 x 60 px HALF BANNER

A
Homepage leaderboard (desktop) and half banner (mobile)
Functionality: static ad.

728 x 210 px LARGE LEADERBOARD

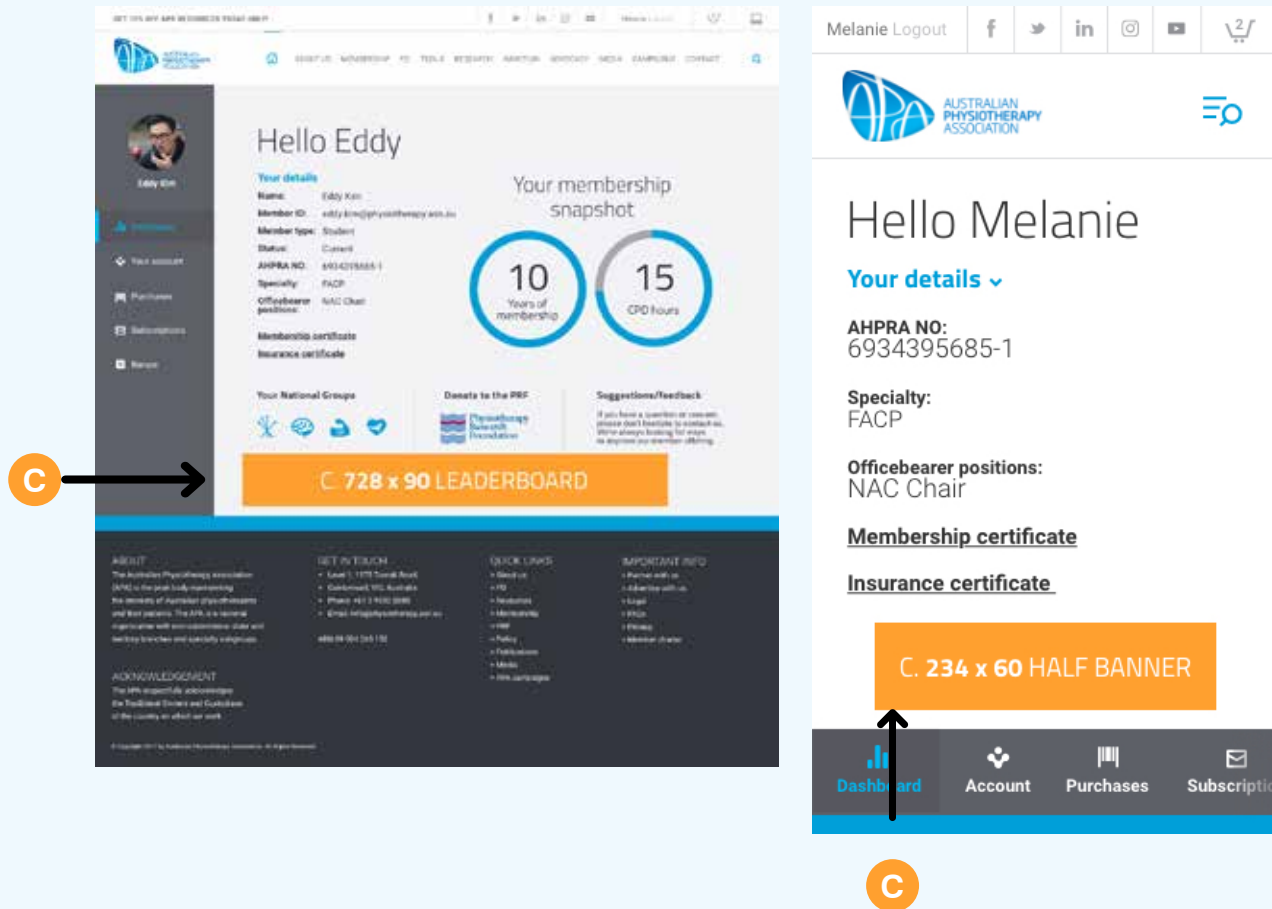
234 x 60 px HALF BANNER

B
Homepage large leaderboard (desktop) and half banner (mobile)
Functionality: static ad.

All artwork should be saved as 72dpi using RGB colour palate. Please refer to page 21 for full artwork specifications.

Advertising

Ad sizes and artwork specifications



728 x 90 px LEADERBOARD

234 x 60 px HALF BANNER

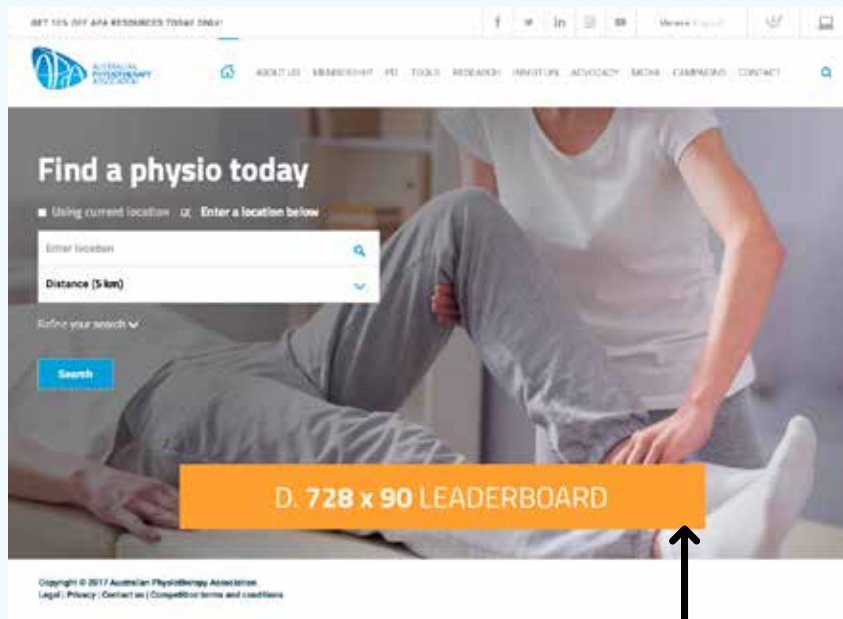
**Member only dashboard
leaderboard (desktop) and
half banner (mobile)**

Functionality: slides in from bottom of screen and disappears when a user scrolls.

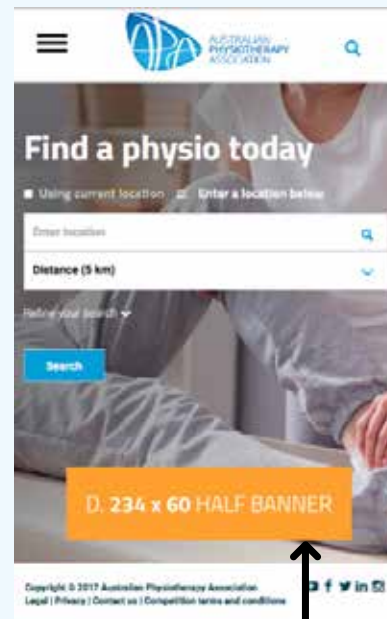
All artwork should be saved as 72dpi using RGB colour palate. Please refer to page 21 for full artwork specifications.

Advertising

Ad sizes and artwork specifications



D



D

728 x 90 px LEADERBOARD

234 x 60 px HALF BANNER

D

Find a Physio leaderboard (desktop) and half banner (mobile)

Functionality: slides in from bottom of screen and disappears when a user scrolls.

Available in late 2018.

All artwork should be saved as 72dpi using RGB colour palate. Please refer to page 21 for full artwork specifications.

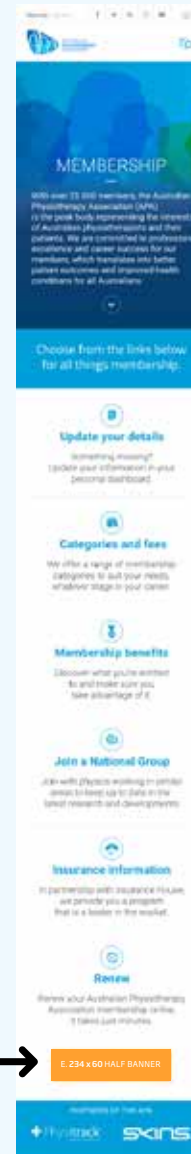
Please note: this advertising option is not currently available

Advertising

Ad sizes and artwork specifications



E 728 x 90 LEADERBOARD



E 234 x 60 HALF BANNER

728 x 90 px LEADERBOARD

234 x 60 px HALF BANNER

E
**Membership navigation landing page
leaderboard (desktop) and
half banner (mobile)**
Functionality: static ad appearing on desktop
and mobile responsive website.

All artwork should be saved as 72dpi using
RGB colour palate. Please refer to page 21 for
full artwork specifications.

Advertising

Ad sizes and artwork specifications



728 x 90 px LEADERBOARD

234 x 60 px HALF BANNER

F

**About us navigation landing page
leaderboard (desktop) and
half banner (mobile)**

Functionality: static ad appearing on desktop
and mobile responsive website

All artwork should be saved as 72dpi using
RGB colour palate. Please refer to page 21 for
full artwork specifications.

2. choose.physio

Audience: Consumers

The APA's choose.physio website is a dedicated consumer platform, which sits alongside the APA's national advertising campaign launched in 2017.

The website features content demonstrating the breadth and depth of physiotherapy as well as a dedicated search platform for consumers to find APA physiotherapists—Find a Physio.

Consumers will find themselves on www.choose.physio either as a direct result of campaign traffic or via the homepage navigation when they visit www.australian.physio.

Average monthly users

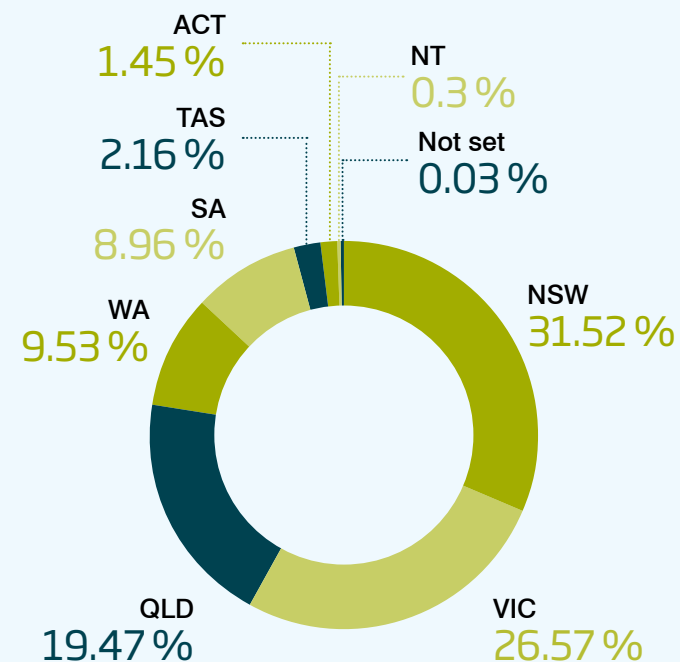
9,115

Average number of sessions/month:

11,543

What does the audience look like?

choose.physio users are spread across the world, with 85% in Australia, followed by 3.74% in the United States.



Advertising

Rates and options

Ad types	Price*	Benefits
G: Choose Physio for your body third level navigation leaderboard (desktop) and half banner (mobile)	\$500	The only advertising medium offered by the APA to a consumer audience. Banners align with dedicated body condition and wellbeing topic.
H: Find a Physio leaderboard (desktop) and half banner (mobile)	\$600	Find a Physio section will be very popular as this provides a directory to your local physiotherapist.

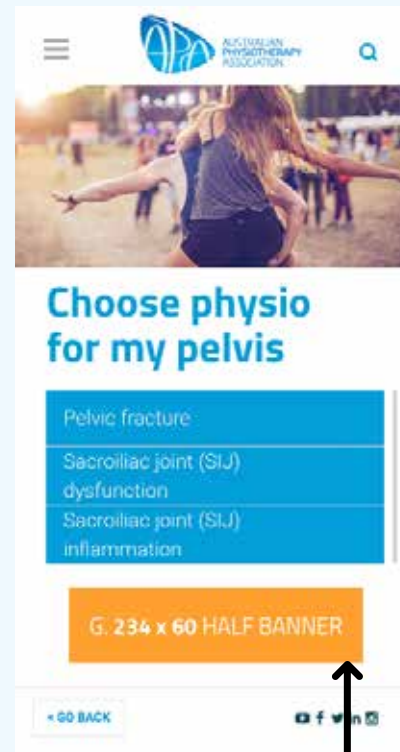
*All prices are ex. GST

Advertising

Ad sizes and artwork specifications



G



G

728 x 90 px LEADERBOARD

234 x 60 px HALF BANNER

G

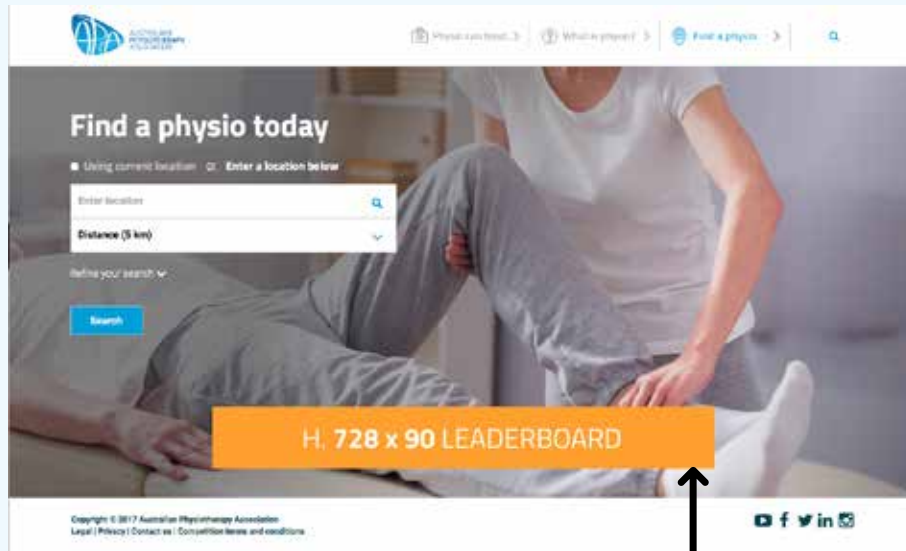
Choose Physio for your body third level navigation leaderboard (desktop) and half banner (mobile)

Functionality: slides in from bottom of screen and disappears when a user scrolls.

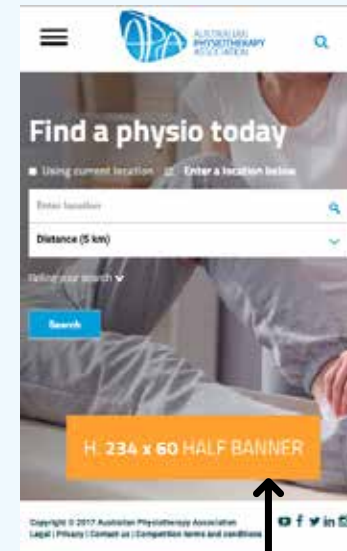
All artwork should be saved as 72dpi using RGB colour palate. Please refer to page 21 for full artwork specifications.

Advertising

Ad sizes and artwork specifications



H



H

728 x 90 px LEADERBOARD

234 x 60 px HALF BANNER

H

Find a Physio leaderboard (desktop) and half banner (mobile)

Functionality: slides in from bottom of screen and disappears when a user scrolls.

All artwork should be saved as 72dpi using RGB colour palate. Please refer to page 21 for full artwork specifications.

3.

Digital InMotion

InMotion is the flagship publication of the APA, reaching all members across Australia. It serves as a key platform for communicating the latest national and local news within the APA and the broader physiotherapy profession.

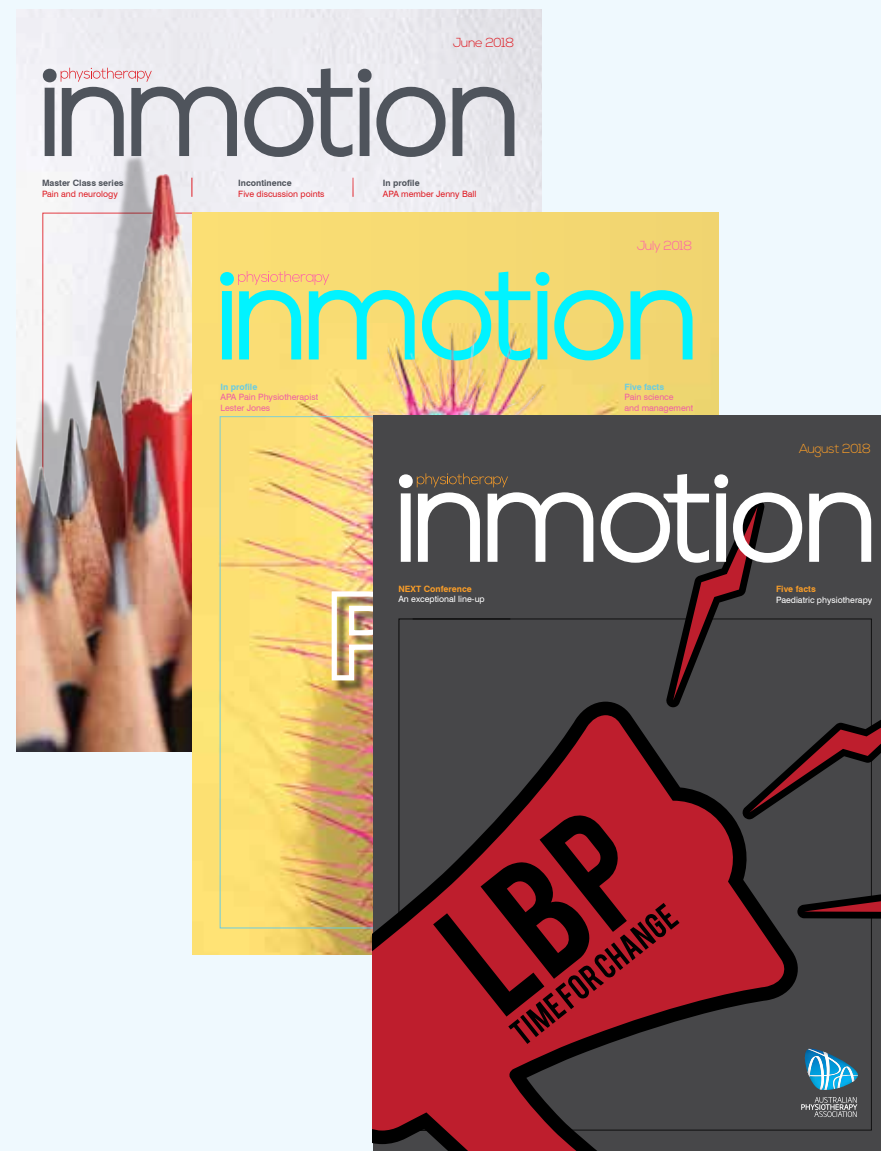
The editorial elements of InMotion combine to inform and engage, deliver value, provide knowledge and give voice to our members.

InMotion provides access to a dedicated and passionate group of health professionals. Each issue of InMotion presents articles and columns that cover the latest and most interesting aspects of physiotherapy and the broader healthcare scene.

Content includes:

- features and profiles
- national and state-based news
- advocacy
- reviews

In 2018, the APA launched an area of the website dedicated to delivering the top stories, latest news and articles from the latest issue of InMotion in a digital format.



Advertising

Rates and options

Ad types	Price*	Benefits
I: InMotion landing page leaderboard (desktop) and half banner (mobile)	\$600	Dedicated news area on the APA website, advertising towards the bottom of the page. Largest banner size available.
J: InMotion landing page large leaderboard (desktop) and half banner (mobile)	\$600	Dedicated news area on the APA website, advertising in a central location on the page.
K: InMotion feature content piece leaderboard (desktop) and half banner (mobile)	\$400	Provides the opportunity to align your advertisement with specific content being featured in the magazine.

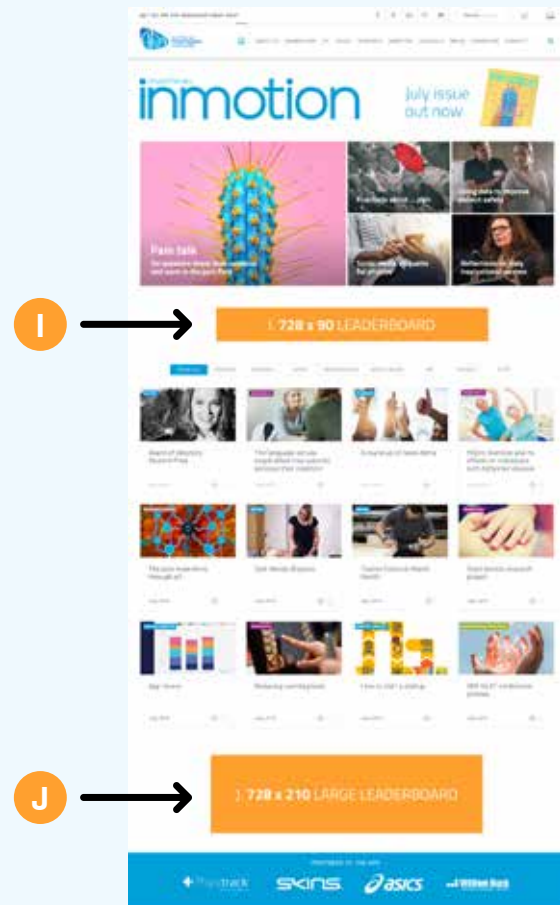
Bundle

Ad types	Price*	Benefits
InMotion landing page bundle	\$900	Get double the exposure via our dedicated news area on the APA website with our InMotion Bundle, inclusive of I and J.

*All prices are ex. GST

Advertising

Ad sizes and artwork specifications



728 x 90 px LEADERBOARD

234 x 60 px HALF BANNER

I
InMotion landing page leaderboard (desktop) and half banner (mobile)
 Functionality: static ad

728 x 210 px LARGE LEADERBOARD

234 x 60 px HALF BANNER

J
InMotion landing page large leaderboard (desktop) and half banner (mobile)
 Functionality: static ad

All artwork should be saved as 72dpi using RGB colour palate. Please refer to page 21 for full artwork specifications.

Advertising

Ad sizes and artwork specifications



728 x 210 px LARGE LEADERBOARD

234 x 60 px HALF BANNER

K

InMotion feature content piece large leaderboards (desktop) and half banners (mobile)

Functionality: static ad

All artwork should be saved as 72dpi using RGB colour palette. Please refer to page 21 for full artwork specifications.

Terms and conditions applicable to all advertisements

* All prices are ex GST. Prices listed above include both a desktop (leaderboard or large leaderboard) and mobile (half banner) advertisement. All prices are for a 30-day display period.

Discounts

- 10 per cent discount is given to current financial APA members and agency bookings.
- Discounts cannot be guaranteed.
- The APA can provide invoices for agencies and payment terms are strictly 30 days.
- The APA will consider discounts for multi-month bookings.

Professional development advertisers

The APA has a strict policy regarding the advertising of professional development, learning and education activities from external providers.

To receive a copy of the policy to ascertain your eligibility to advertise, please contact advertising@australian.physio

The APA will not accept ads that combine both display and professional development content. Final determination of all ad placements is at the discretion of the of the APA and subject to approval.

Artwork specifications applicable to all advertisements

- Artwork with a white background needs to have a 1 pixel grey keyline
- For animated gifs, include a static image as a safeguard for unsupported browsers—key information should be on first gif panel
- One logo per piece of artwork
- All artwork should be saved as 72dpi using RGB colour palate

Banner rotation

- Multiple advertisers may appear on advertising banners (max. of two)
- All artwork will be approved prior to upload—APA decision is final
- **URLs must not be included in artwork.** Please submit this along with your artwork.
- Cancellation charges will apply if advertising is terminated before the due date (please refer to Terms and Conditions on booking forms).

Contact

Maree Whittingham
Senior Accounts Coordinator,
Partnerships and advertising

advertising@australian.physio
03 9092 0834