

# Digital Media Kit

as at 1 June 2020

## 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.

The APA website is fully mobile responsive and provides 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 60k visits per months.

## Our audience and your business

The APA website ([www.australian.physio](http://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 APA consumer website [www.choose.physio](http://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](http://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.

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:

27,530

(As of April 2020)

Total physiotherapists  
in Australia:

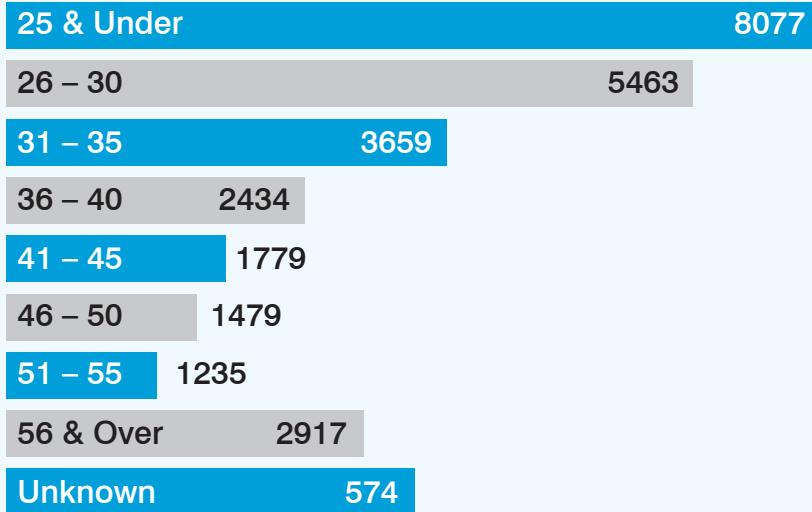
35,392

(As at March 2020)

# APA Membership

Male: **39%** | Female: **61%**

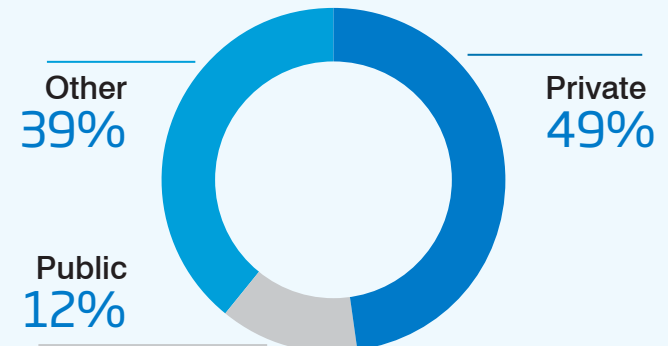
## Age group demographics:



## Breakdown by state

NSW	7986	VIC	6606	QLD	5698
WA	3384	SA	2284	ACT	761
TAS	384	NT	118	National	307

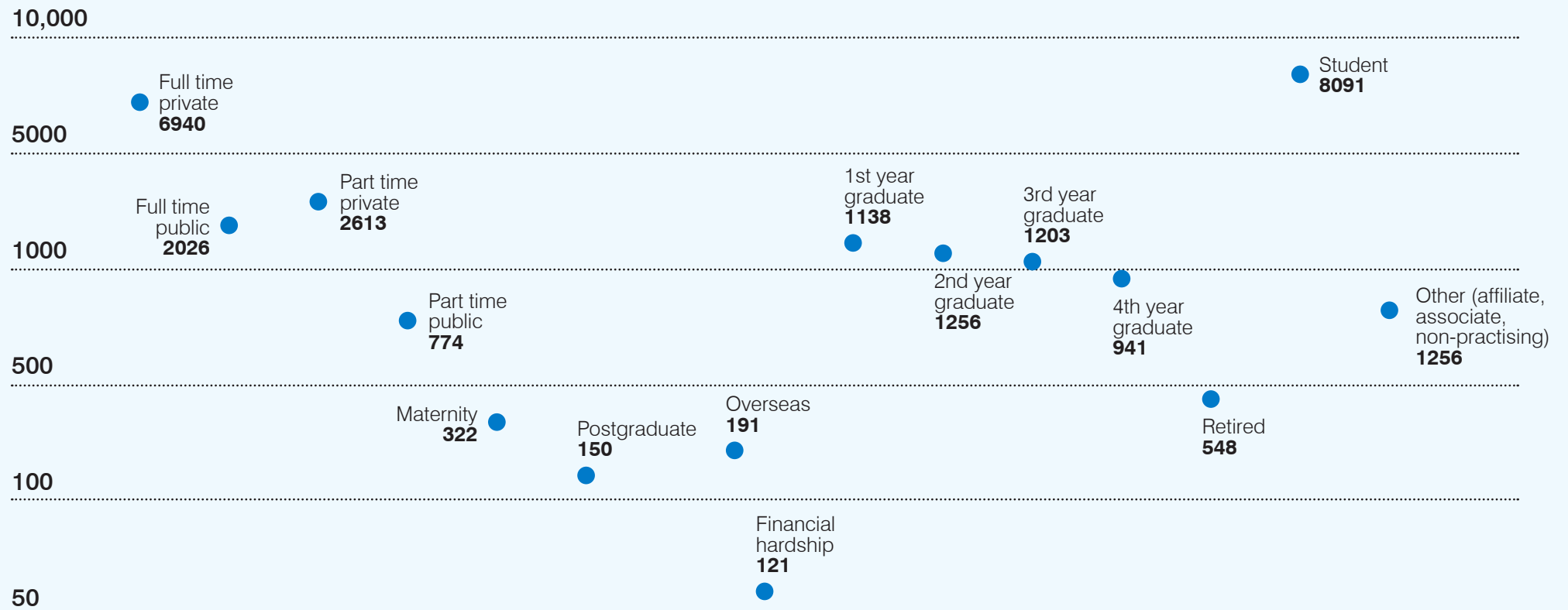
## Breakdown by roles



as at April 2020

# APA Membership

## Membership categories



as at April 2020

# Advertising

## Rates and options

Ad types	Price*	Benefits
<b>A:</b> 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>B:</b> Homepage large leaderboard (desktop) and half banner (mobile)	\$800	High impact advertising space in a central position on the homepage.
<b>C:</b> 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.
<b>D:</b> Find a Physio leaderboard (desktop) and half banner (mobile)	–	Temporarily unavailable.
<b>E:</b> 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).
<b>F:</b> 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).

Ad types	Price*	Benefits
<b>L:</b> (Temporary option only) Renew my membership page	\$700	Limited banner for the membership renewal campaign, strong traffic flow.
<b>M:</b> Update your details page	\$400	Pop up banner option where members enter the site to update their details, CPD, etc..
<b>N:</b> Member purchases page	\$400	Pop up banner option where members check out for their purchases on line
<b>O:</b> Member tools page	\$400	Banner positioned in a sort after area that contains key information and tools for members to access for their business purposes.
<b>P:</b> Member question page	\$400	Link between members and the APA for on-line correspondence.
<b>Q:</b> Contact us page	\$400	Pop up banner option where members view the contact details for each branch.

\*All prices are ex. GST

## Bundle

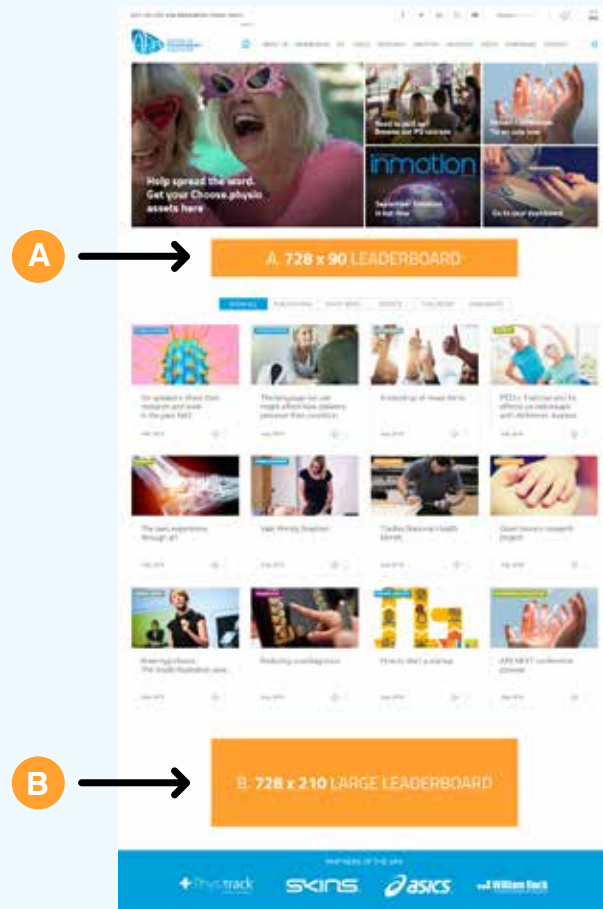
Ad types	Price*	Benefits
Homepage bundle AB combo	\$1200	Get double the exposure to members and health professionals with our homepage bundle, inclusive of ad A and B.





# 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

**C** → 728 x 90 px LEADERBOARD

**C** 234 x 60 px HALF BANNER

**C** 234 x 60 HALF BANNER

728 x 90 px LEADERBOARD

234 x 60 px HALF BANNER

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

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

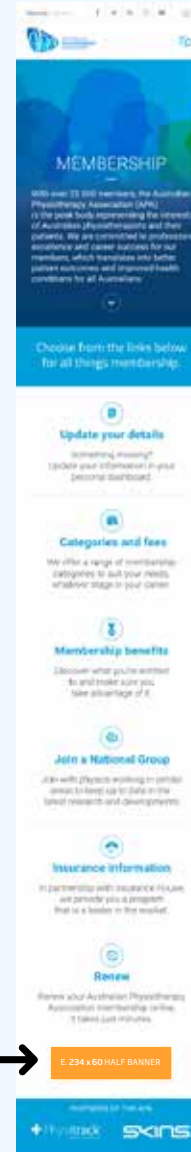
All artwork should be saved as 72dpi using RGB colour palate. Please refer to page 21 for full artwork specifications.

# Advertising

## Ad sizes and artwork specifications



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.

# Advertising

## Ad sizes and artwork specifications

728 x 90 px LEADERBOARD

234 x 60 px HALF BANNER



**(Temporary option only) Renew my membership page leaderboard (desktop) and half banner (mobile)**

Functionality: static ad appearing on desktop and mobile responsive website

The image shows a desktop and mobile view of the Australian Physiotherapy Association (APA) membership page. On the desktop view, a 728 x 90 px LEADERBOARD is positioned at the top of the main content area, and a 234 x 60 px HALF BANNER is located below the membership options. On the mobile view, the 234 x 60 px HALF BANNER is positioned above the main content area. The page content includes a navigation menu, a header with the APA logo and tagline 'Together we can', a section titled 'Membership 2020', and three columns for membership options: 'Current APA member', 'Previous APA member', and 'New member'. Each column contains a brief description and a 'CLICK' button. Below the membership options is contact information for the Member Service Centre. The footer includes logos for Physitrack, SKINS, ASICS, and William Buck, along with a list of links and contact details.

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

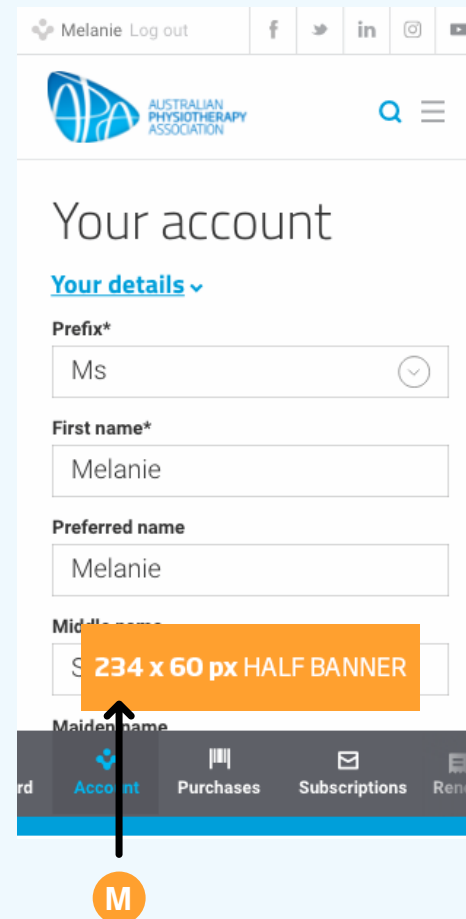
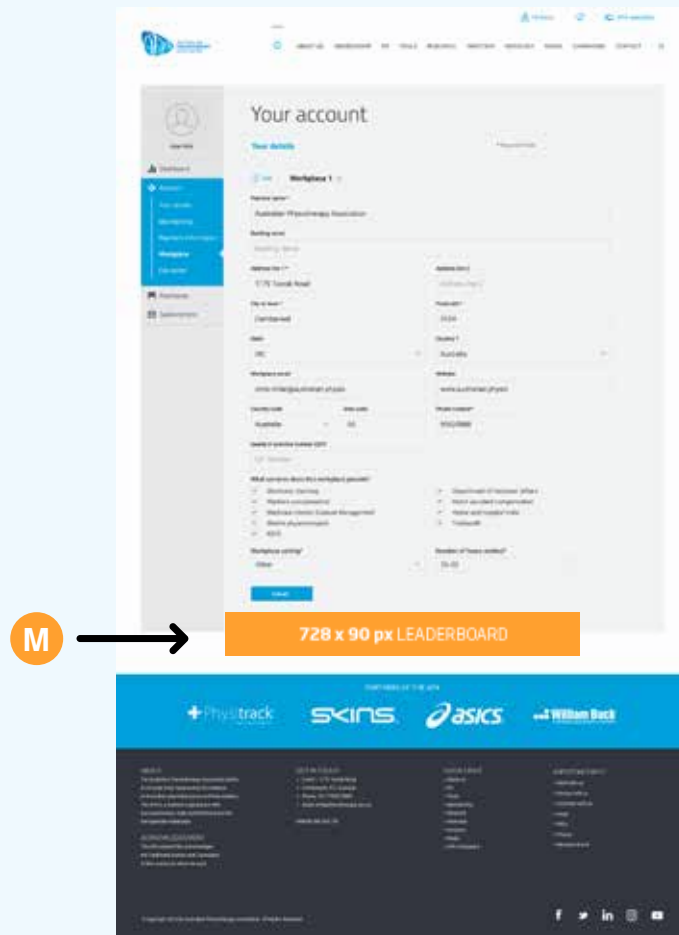
728 x 90 px LEADERBOARD

234 x 60 px HALF BANNER

M

**Update your details page leaderboard (desktop) and half banner (mobile)**

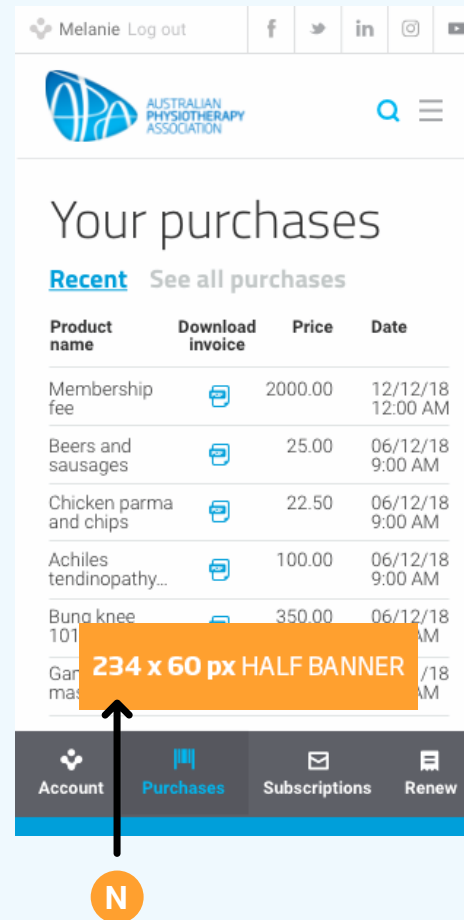
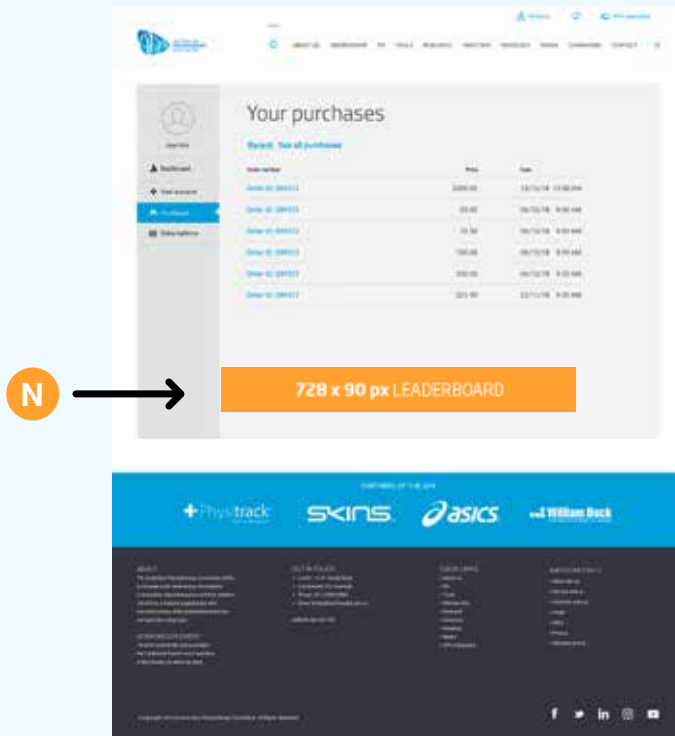
Functionality: slides in from bottom of screen and disappears when a user scrolls.



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



728 x 90 px LEADERBOARD

234 x 60 px HALF BANNER

N

**Member purchases page 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



728 x 90 px LEADERBOARD

234 x 60 px HALF BANNER



### Member tools 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.

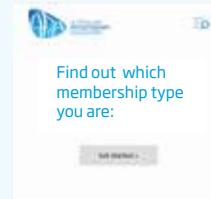


# Advertising

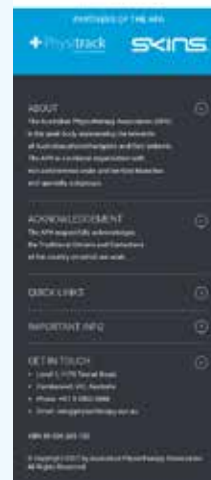
## Ad sizes and artwork specifications



P → 728 x 90 px LEADERBOARD



P → 234 x 60 px HALF BANNER



728 x 90 px LEADERBOARD

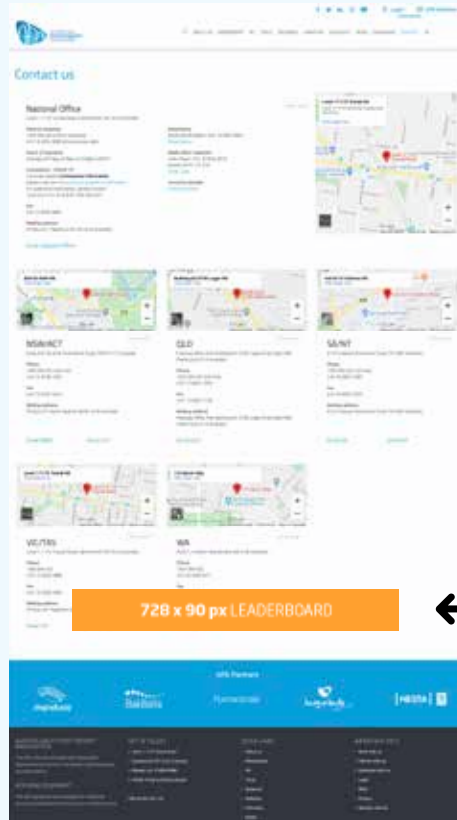
234 x 60 px HALF BANNER

P  
**Member question page leaderboard (desktop) and half banner (mobile)**  
 Functionality: static ad appearing on desktop and mobile responsive website

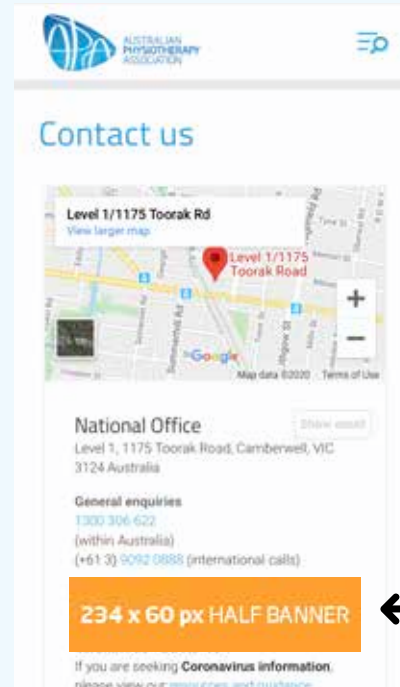
All artwork should be saved as 72dpi using RGB colour palate. Please refer to page 21 for full artwork specifications.

# Advertising

## Ad sizes and artwork specifications



728 x 90 px LEADERBOARD



234 x 60 px HALF BANNER



728 x 90 px LEADERBOARD

234 x 60 px HALF BANNER



### Contact us page 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.

## 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

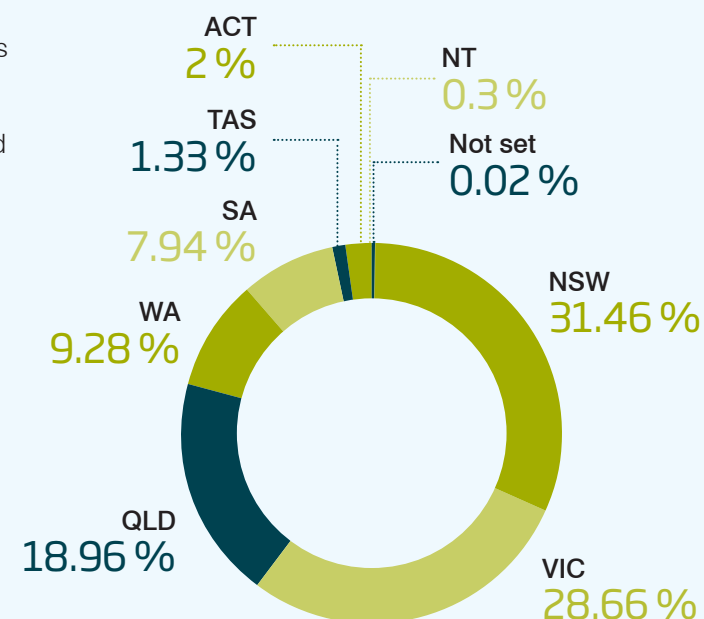
10,012

Average number of sessions/month:

12,223

### What does the audience look like?

choose.physio users are spread across the world, with 61% in Australia, followed by 9.47% in the United States.

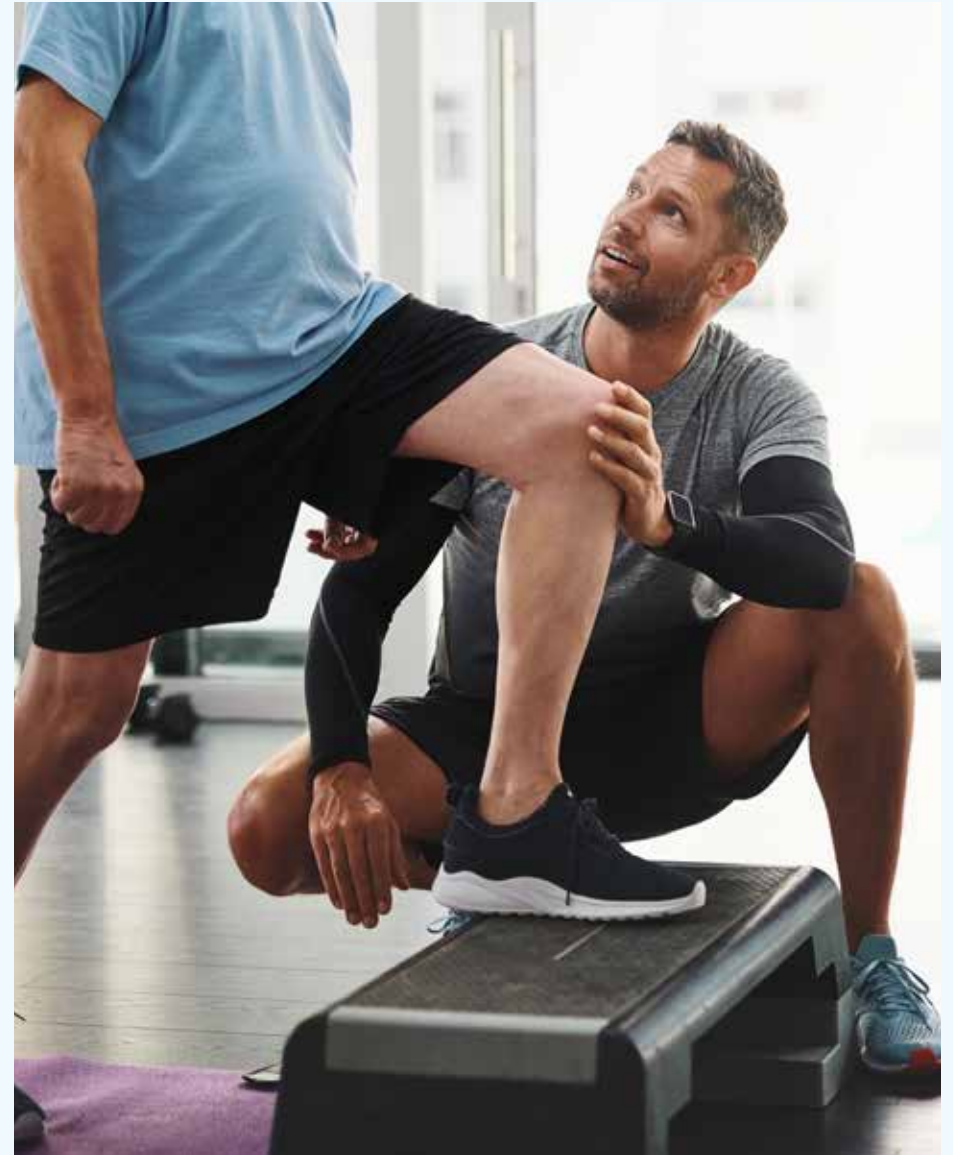


# Advertising

## Rates and options

Ad types	Price*	Benefits
<b>G:</b> 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.
<b>H:</b> 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

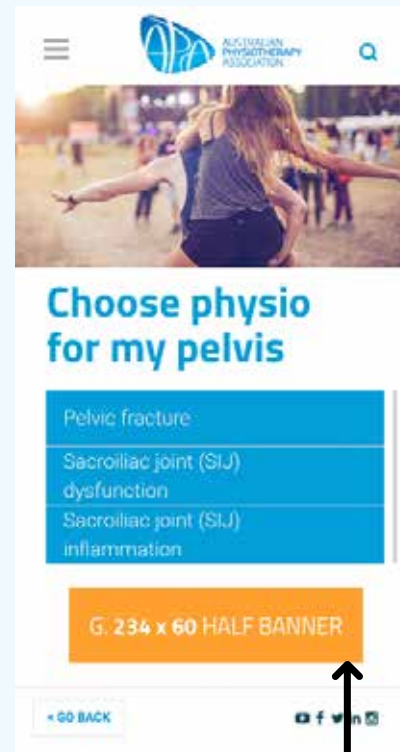


# Advertising

## Ad sizes and artwork specifications



G



G

728 x 90 px LEADERBOARD

234 x 60 px HALF BANNER

G

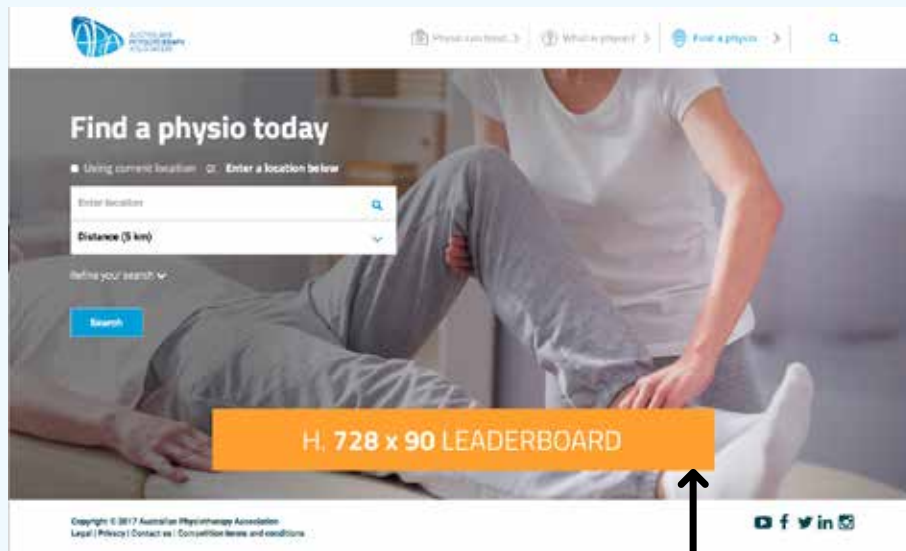
**Choose Physio for your body third level navigation leaderboard (desktop) and half banner (mobile)**

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

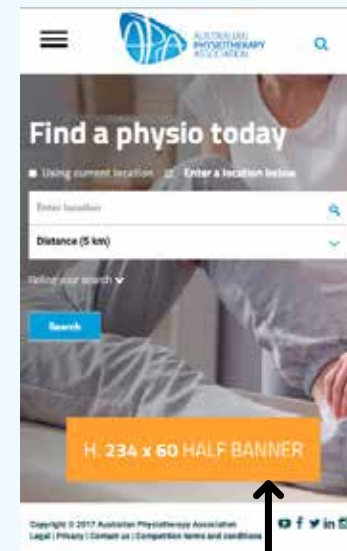
All artwork should be saved as 72dpi using RGB colour palate. Please refer to page 21 for full artwork specifications.

# 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



# Advertising

## Rates and options

Ad types	Price*	Benefits
<b>I:</b> 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.
<b>J:</b> 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.
<b>K:</b> 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

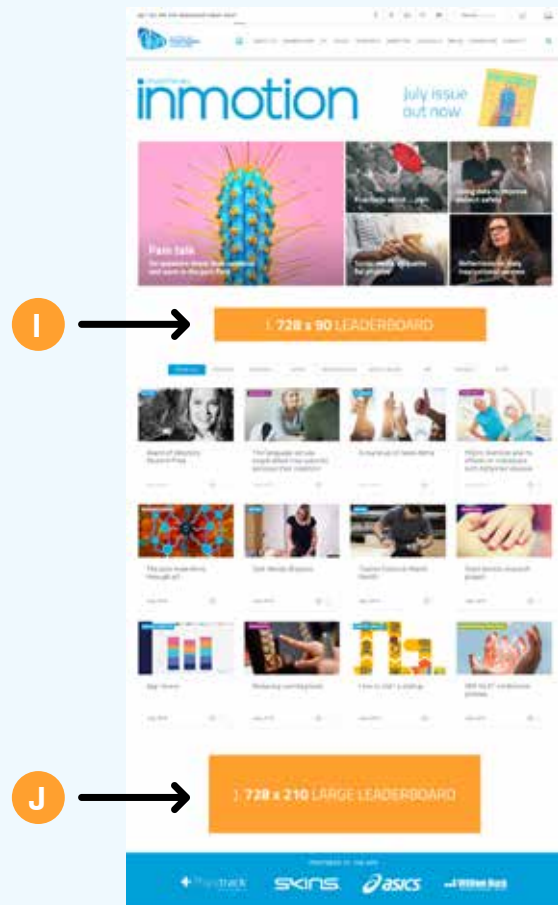
Ad types	Price*	Benefits
InMotion landing page bundle	\$900	Get double the exposure via our dedicated news area on the APA website with our InMotion Bundle, inclusive of I and J.

\*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 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.

## 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](mailto: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](mailto:advertising@australian.physio)  
03 9092 0834