

Advertise at Croakey Health Media





Reach our informed, influential audience. Support our journalism on health equity



Croakey Health Media is a non-profit public interest journalism organisation with a focus on health equity, the cultural and social determinants of health, and health in all policies. It has an influential readership in Australia and globally. Contact info@croakey.org

Advertising is available:

- On our website (average 35,000 page views per month)
- In our weekly email news bulletin (reaching hundreds of leading health organisations)
- Via Twitter and other social media channels (1.5 million social media impressions each month). Followers include national and global health leaders.

	Website	Weekly Bulletin	Social Media	Cost
 Ultimate package	Placement of a long banner advertisement under the splash news story on the homepage. (See website option 1 overleaf.) This is a high quality position and advertisements must align with the quality design of Croakey to be considered for placement. Croakey's skilled graphic design team can assist with the design and production. Publication for 2 weeks (discount for longer periods).	Placement of an advertisement at the top of the weekly news bulletin, between the introduction and the first article. (See bulletin option 1 overleaf.) Publication for 2 weeks (discount for longer periods).	The advertisement is shared by Croakey Health Media via Twitter, Instagram and Facebook, marked as an advertisement (twice per platform over a 2-week period).	Total value \$1,430 (inc GST)* <ul style="list-style-type: none"> • 20 percent discount as a package: \$1,140 (inc GST) for a 2 weeks* • 30 percent discount for 4 weeks: \$2,000*
	\$550 (inc GST)	\$440 (inc GST)	\$440 (inc GST)	
 Premium package	Placement of a banner advertisement under the Acknowledgement of Country on top R of homepage. (See website option 2 overleaf.) Publication for 2 weeks (discount for longer periods). This is a high quality position and advertisements must align with the quality design of Croakey to be considered for placement. Croakey's skilled graphic design team can assist with the design and production. Publication for 2 weeks (discount for longer periods).	Placement of an advertisement at the bottom of the weekly news bulletin. (See bulletin option 2 overleaf.) Publication for 2 weeks (discount for longer periods).		Total value \$770 (inc GST)* for 2 weeks <ul style="list-style-type: none"> • 20 percent discount for package for 2 weeks* • 30 percent discount for package for 4 weeks*
	\$440 (inc GST) for 2 weeks	\$330 (inc GST) for 2 weeks		
 Standard package	Placement of a high-quality advertisement placement in mid-centre second column (near Croakey Voices podcast). (See website option 3 overleaf.)			\$300* per fortnight \$550 for 4 weeks*
 Jobs board	Listing with link to your website or job listing			\$99* for 4 weeks

* Terms and conditions apply (see overleaf)

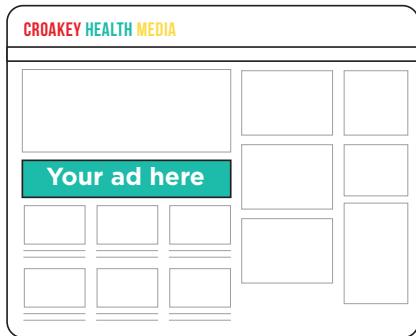
We pay our respects to the Traditional Custodians of the country where we live, work and travel upon, and to Elders, past, present and future.

CROAKEY HEALTH MEDIA

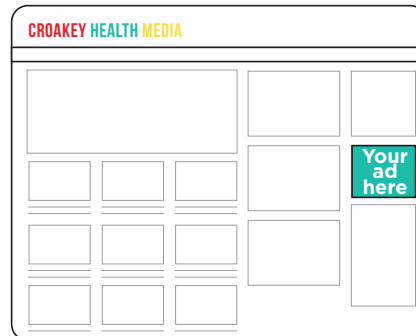
Advertising positions and formats



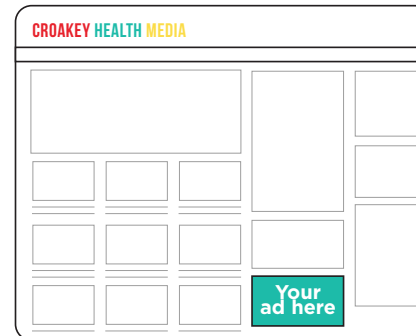
Website advertising - <https://www.croakey.org>



Website option 1

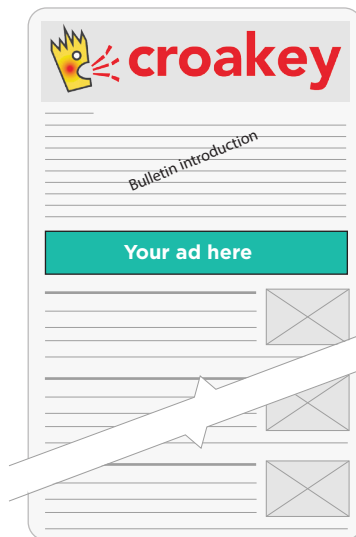


Website option 2

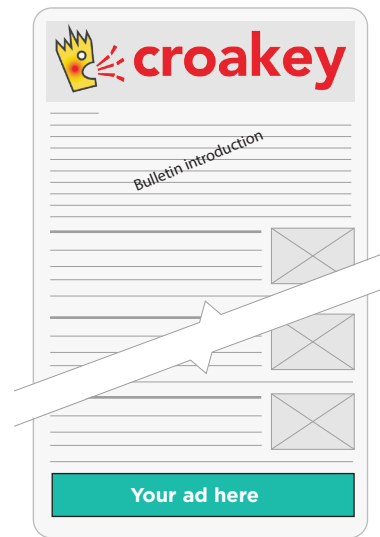


Website option 3

Croakey bulletin advertising



Bulletin option 1



Bulletin option 2

Terms and Conditions

- CHM reserves the right to refuse or withdraw advertising at any point that, in the opinion of CHM, is illegal, defamatory, offensive and/or contrary to the business interest, policy position and/or reputation of CHM or its members.
- CHM will, subject to availability, technical limitations and these Terms and Conditions, use our reasonable endeavours to publish your advertisement in the format submitted by you and in accordance with your other instructions. Positioning and placement will be at our discretion unless expressly agreed otherwise in writing.
- Cancellations of any advertisement must be received in writing not less than 5 business days before the commencement date or artwork due date.
- If required elements of an advertisement are not received by designated dates we reserve the right to withhold your advertisement without providing a refund.
- The advertiser warrants to CHM that the publication of Advertising does not breach or infringe any Commonwealth or state legislation or codes.
- The advertiser warrants that if Advertising contains the name or image of any living person, the advertiser has obtained appropriate consent of that person for such use.