



ANZSOM

The Australian and New Zealand
Society of Occupational Medicine Inc

**GOOD WORK
SAFE WORKPLACES
HEALTHY WORKERS**

ANZSOM

**Digital Advertising
2021-22**

PARTNER WITH US TO PROMOTE YOUR BUSINESS OR WORKPLACE HEALTH MESSAGE

The Australian and New Zealand Society of Occupational Medicine (ANZSOM) is a society where the highest value is placed on **GOOD WORK, SAFE WORKPLACES, and HEALTHY WORKERS.**

With over 300 members across Australia and New Zealand, ANZSOM is the main professional society for those who practice or have an interest in the fields of occupational medicine, occupational nursing and workplace health more generally. As such, we are a key organisation for connecting to occupational medicine and health experts, businesses, services and campaigns.

Our website and eMarketing provide numerous opportunities for businesses and organisations to promote their products, services and campaign, including the Find an Expert page, jobs and course advertising and e-newsletter advertising, as well as advertising opportunities through our Annual Scientific Meeting and webinar program.

This document provides an overview of the digital advertising available including costs and timeframes. We are also open to tailoring to your needs, so please contact us to discuss how we can help.

ANZSOM Secretariat

Email: secretariat@anzsom.org.au

Phone: 1300 666 515

In the last year...



Over 1,000 views
on Find an Expert



More than 2,000
views of Jobs
advertised



Quarterly
e-Newsletters
viewed by almost
50% of members



More than 4,700
views to the
ASM2020 pages

FIND AN EXPERT DIRECTORY

The [Find an Expert](#) is a popular ANZSOM service, providing ready access to the expertise of our members. Directory listings are provided at no cost for [ANZSOM members](#) and organisations that hold an ANZSOM [Corporate Group membership](#).

For non-members, a website box is available for display on the Find an Expert landing page. Various timeframes for advertising are available and can be individually negotiated.

	3 MONTHS	6 MONTHS	12 MONTHS
1. Landing page – Website box	\$500	\$800	\$1,500
200 x 400 px or 400 x 200 px			

All prices are inclusive of GST

COURSES & CAREERS

ANZSOM is committed to encouraging entry into rewarding occupational health careers and has recently launched a webpage to guide access to relevant university and short courses relevant to occupational health professionals, including:

- General occupational and environmental medicine/health courses
- Courses for occupational health nurses
- General occupational health and safety courses
- Specialty courses

General listings on the [Career pathways and courses page](#) (i.e. course title and link to external website for more information) are provided free of charge. A website box, with details (text and/or image) of the course is available for advertising, both on the landing page and within the categories listed. Various timeframes are available and can be individually negotiated.

1.

HOME ABOUT US MEMBERSHIP STATE BRANCHES PROFESSIONAL DEVELOPMENT ANNUAL SCIENTIFIC MEETING CAREERS

General Occupational & Environmental Medicine/Health Courses

Short course

Certificate in Clinical Occupational Medicine (5 day course) - Monash University (VIC)

Postgraduate Certificate
(1 year part-time)

Postgraduate Certificate in Occupational Medicine - University of Otago (Wellington, NZ)

Graduate Diploma
(1 year full-time or part-time equivalent)


Graduate Diploma of Occupational and Environmental Health - Monash University (VIC)

Masters
(1.5 year full-time or part-time equivalent)

Master of Occupational and Environmental Health - Monash University (VIC)

Expert Master of Occupational and Environmental Health - Monash University (VIC)

2.

 **MONASH**
University

Monash University Short Course in Clinical Occupational Medicine

Online Monday 25 October to Friday 29 October

This five-day online course is designed for medical practitioners who assess and manage patients with work-related problems.

Both RACGP and ACRRM have approved the course for CPD points.

Cost: \$1,950 (includes GST).

Twenty presenters including occupational physicians and other specialists in their field contribute to this week-long program.

To enroll online, go to the **registration webpage**:
or, alternatively, email Karin Smith, Program Coordinator
at: MonCOEH-Enquiries@monash.edu

COURSES & CAREERS

Our job advertising service also connects you with our members and other interested parties in the occupational health industry, helping you gain access to the best talent.

ANZSOM members and organisations that hold a Corporate Group membership can advertise at no cost. For all other non-members and organisations, the cost to place a job advertisement on the ANZSOM website is **\$300 (inc GST)**.

[Job advertisements](#) are posted on the Careers/Job advertisements page with a link from the website homepage. There is no word limit, although brief information is posted on the page with a link to a separate page or external website for more information. Job advertisements are kept on the site for 1 month, but longer timeframes can be arranged. Also, depending on the timing, job advertisements are listing in the quarterly e-newsletter. Dedicated eMarketing can also be arranged on request for urgent job advertisements (pending Secretariat approval).

The screenshot shows the ANZSOM website header with navigation links: HOME, ABOUT US, MEMBERSHIP, STATE BRANCHES, PROFESSIONAL DEVELOPMENT, ANNUAL SCIENTIFIC MEETING, CAREERS, FIND AN EXPERT, and LOG OUT. The main content area features a job advertisement titled "Full time VR GP (Sonic HealthPlus Rockingham, WA)". The ad text states: "Sonic HealthPlus has a full time opportunity available for a VR GP to join our private billing clinic in Rockingham. We have been providing quality healthcare to the Rockingham community for over 20 years, and our established patient base means you will be busy straight away." It lists "GPs will be provided with:" (Private billing clinic services, Excellent facilities and clinical support, A friendly and focused multi-disciplinary team, Support from operations, administration, property and IT teams) and "Requirements:" (Full Registration with AHPRA, Postgraduate training and experience in general practice, Eligibility to access Medicare, A caring and quality driven commitment to providing general practitioner health services, Fellowship of the Royal Australian College for General Practitioners (FRACGP) is desirable). It also includes contact information for Natalie Tuivaga and a "Click here for more information" button.

	3 MONTHS	6 MONTHS	12 MONTHS
1. Courses – General listing	Free	Free	Free
Course title and link to external website for more information			
2. Courses – Website box	\$200	\$300	\$550
Max 400 x 600 px (Text and/or image)			
3. Job advertisement	\$300	N/A	N/A
(Website listing, e-Newsletter listing*)	(Timing to be negotiated)		

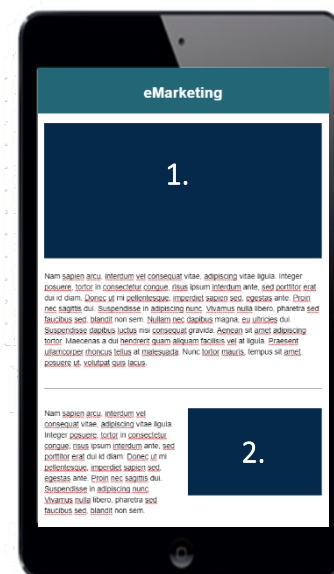
* e-Newsletter listing dependent on timing. All prices are inclusive of GST

MEMBER ONLY - E-NEWSLETTER

The ANZSOM member newsletter is released quarterly and provides technical content relevant to the industry, together with member news and other information and resources. The newsletter is sent to over 300 members, and according to our tracking is viewed by an average of 46% of recipients.

Businesses may benefit from one-off advertising or from regular exposure in all four issues for the year. Advertising is also available in our other regular eMarketing (pending Secretariat approval), which is sent to our members as well our 200+ news subscribers.

Examples of previous advertisements are shown below:



Advertisement



During COVID don't risk the health and wellbeing of your patients. By using **Suregard Filters** for **spirometry** and **lung function** testing you'll be upholding the highest infection control standard in your clinic.

Suregard Filters by Birdhealthcare *Clinically validated for Bacterial and Viral filtration of 99.9999% [Click here to learn more.](#)

Advertisement



COVID-19 has changed the world as we know it. But as infection rates begin to slow and restrictions lift to allow businesses to re-open, your organization may be facing a significant challenge: how can you ensure an efficient return to work process while also ensuring your employees are protected?

To ensure your workforce can get back on the job safely, our certified occupational health, safety, and infectious disease experts have created this resource kit to help streamline your return to work process.

[Download the kit to learn:](#)

	1 ISSUE	4 ISSUES (YEARLY)
1. Full width banner 600 x 300 px Plus text (100 word limit)	\$300	\$900
2. Half width banner 300 x 200 px Plus text (100 word limit)	\$150	\$500

All prices are inclusive of GST

ANNUAL SCIENTIFIC MEETING

ANZSOM conferences are now well-recognised for their quality programming and professional organisation, providing businesses an opportunity to capitalise on our growing profile. Our upcoming [Annual Scientific Meeting](#) will be held from **Sunday 20th to Wednesday 23rd March 2022**. This will be a hybrid event with all technical program sessions being broadcast live from Brisbane, giving delegates the choice of attending in person or virtually from wherever they find themselves.



There are a number of website and eMarketing advertising opportunities available for the ASM including:

- Website advertising on the Conference sessions page
- eMarketing advertising (sent fortnightly leading up to the conference)
- Virtual exhibition page

The ASM website (accessible to all ASM delegates) opens 1 month prior to the conference and is open for an additional 2 months after the conference. Website advertising is available for 1 month (prior to and including the conference dates) or 3 months (1 month prior to and 2 months after the conference).

Advertising in ASM eMarketing is also available. eMarketing is sent fortnightly leading up to the conference and advertising will be included in all eMarketing for the duration of the package selected (1 month or 3 months).



ANNUAL SCIENTIFIC MEETING

The virtual exhibition enables businesses to connect with delegates across the four days of the conference (20 – 23 March 2022) as well as the week prior and after the event.

Each exhibitor can tailor their virtual real estate on the ANZSOM conference platform and incorporate a range of interactive elements, limited only by your imagination. Standard features include space for your logo and company description. You are then free to include links to:

- Videos
- Competitions
- Offers and information
- Direct email contact with your personnel

Virtual exhibition advertising also includes virtual registration for two people to the technical program of the conference.

5.

Welcome to the ANZSOM Exhibition Space

To connect with us, click through on the buttons below. Be sure to receive your ASM Exhibition Passport stamp by submitting the form below.


[JOIN ANZSOM AT A DISCOUNT](#)[CHECK OUT OUR WEBINARS](#)

[SUBSCRIBE TO ANZSOM NEWS](#)[CONTACT US AT ANZSOM](#)

ANZSOM is the professional society for those who practice or have an interest in the fields of occupational medicine, occupational nursing and workplace health more generally. The society seeks to advance the knowledge, practice and standing of occupational health by providing opportunities for professional development, networking and partnerships.




What are the benefits of membership?

- **Webinars** on a range of contemporary topics
- Member discounts to AFOEM Branch meetings
- Discounts to **affiliated organisations'** events & training
- Member discount for **Annual Scientific Meeting** registration (save \$300)
- Member discount for **Branch events**
- Online access to the journal: **Occupational and Environmental Medicine**
- Access to our online library of **learning modules and presentations**
- **Quarterly Member Newsletters**
- **Quarterly Learning Updates**
- Regular communication on news, publications, resources and events related to occupational health issues
- **Free advertising** for your job vacancies, businesses or other classifieds
- Promote your expertise with a public profile via **'Find a Member'** function



The Australian and
New Zealand Society of
Occupational Medicine

Click here to get your
ASM Exhibition
Passport stamp



ANNUAL SCIENTIFIC MEETING

	1 MONTH	3 MONTHS
1. Website horizontal banner 1090 x 272 px	\$330	\$825
2. Website box 272 x 272 px	\$110	\$275
3. Email – full width banner 600 x 150 px	\$440	\$990
4. Email – half width banner 300 x 200 px	\$220	\$495
5. Virtual exhibition Full page (text, images, links etc)	\$1,650 (1 week prior – 1 week after ASM)	N/A

All prices are inclusive of GST

OTHER OPPORTUNITIES

Other sponsorship and advertising opportunities are available through ANZSOM's Annual Scientific Meeting. For more information, [click here](#) to download the ASM sponsorship prospectus.

Sponsorship is also available for our regular educational webinar program. For more information, [click here](#) to download the Webinar sponsorship prospectus.



SUMMARY OF ADVERTISING RATES

	Options / Amounts
FIND AN EXPERT DIRECTORY <i>(3 months / 6 months / 12 months)</i>	
Landing page – Website box	\$500 - \$1,500
COURSES AND CAREERS <i>(3 months / 6 months / 12 months)</i>	
General listing	Free
Website box	\$200 - \$550
Job advertisement	\$300
E-NEWSLETTER <i>(1 issue / 4 issues)</i>	
Full width banner	\$300 - \$900
Half width banner	\$150 - \$500
ANNUAL SCIENTIFIC MEETING ADVERTISING <i>(1 month / 3 months)</i>	
Website horizontal banner	\$330 - \$825
Website box	\$110 - \$275
Email – full width banner	\$440 - \$990
Email – half width banner	\$220 - \$495
Virtual exhibition	\$1,650

All prices are inclusive of GST

INTERESTED?

To start the conversation, [click here](#) to submit your details online and we will contact you to discuss your needs further.