



**ANZSOM**

The Australian and New Zealand  
Society of Occupational Medicine Inc

**GOOD WORK  
SAFE WORKPLACES  
HEALTHY WORKERS**

**ANZSOM**

**Digital Advertising  
2024**

# 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 400 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 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](mailto:secretariat@anzsom.org.au)

Phone: 1300 666 515

## In the last year...



Over 2,000 views  
on Find an Expert



More than 6,000  
views of Jobs  
advertised



Quarterly  
e-Newsletters  
viewed by almost  
60% of members



More than 700  
attendees to our  
webinars

# 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
<b>1. Landing page – Website box</b>	\$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.

The screenshot shows the ANZSOM website's 'CAREERS' section. The navigation bar includes links for HOME, ABOUT US, MEMBERSHIP, STATE BRANCHES, PROFESSIONAL DEVELOPMENT, ANNUAL SCIENTIFIC MEETING, and CAREERS. The main content area is titled 'General Occupational & Environmental Medicine/Health Courses' and is divided into categories: Short course, Postgraduate Certificate, Graduate Diploma, and Masters. A callout box labeled '1.' highlights the 'Certificate in Clinical Occupational Medicine (5 day course) - Monash University (VIC)'. A second callout box labeled '2.' highlights a detailed course box for 'Monash University Short Course in Clinical Occupational Medicine'. This box includes the Monash University logo, course title, dates (Monday 25 October to Friday 29 October), a description of the five-day online course, accreditation by RACGP and ACRRM, CPD points, a cost of \$1,950 (including GST), and a list of presenters. It also provides enrollment information, including a registration webpage and contact email (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 (highlighted), FIND AN EXPERT, LOG OUT. The main content area features a job advertisement titled "Full time VR GP (Sonic HealthPlus Rockingham, WA)". The ad text describes the opportunity at Sonic HealthPlus, lists provided services (private billing, facilities, friendly team, support), and requirements (AHPRA registration, postgraduate training, Medicare access, caring commitment, FRACGP fellowship). A "Click here for more information" button is visible at the bottom of the ad box.

	3 MONTHS	6 MONTHS	12 MONTHS
<b>1. Courses – General listing</b>	Free	Free	Free
Course title and link to external website for more information			
<b>2. Courses – Website box</b>	\$200	\$300	\$550
Max 400 x 600 px (Text and/or image)			
<b>3. Job advertisement</b>	\$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 400 members, and according to our tracking is viewed by an average of 58% 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 as our 400+ 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)
<b>1. Full width banner</b> 600 x 300 px Plus text (100 word limit)	\$300	\$900
<b>2. Half width banner</b> 300 x 200 px Plus text (100 word limit)	\$150	\$500

All prices are inclusive of GST

# OTHER OPPORTUNITIES

## Annual Scientific Meeting sponsorship

Other sponsorship and advertising opportunities are available through ANZSOM's Annual Scientific Meeting. This year the ASM will be held in Perth from the 20<sup>th</sup> to 23<sup>rd</sup> October 2024. More information about ASM sponsorship opportunities will be available shortly.



## Webinar sponsorship



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

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<b>FIND AN EXPERT DIRECTORY</b> <i>(3 months / 6 months / 12 months)</i>	
Landing page – Website box	\$500 - \$1,500

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<b>COURSES AND CAREERS</b> <i>(3 months / 6 months / 12 months)</i>	
General listing	Free
Website box	\$200 - \$550
Job advertisement	\$300

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<b>E-NEWSLETTER</b> <i>(1 issue / 4 issues)</i>	
Full width banner	\$300 - \$900
Half width banner	\$150 - \$500

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*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.