

Reach your audience, with ACRRM

Media Kit



Contents

| | |
|---|-----------|
| Who We Are | 3 |
| Our Audience | 4 |
| Advertising Opportunities | 5 |
| Country Watch Newsletter | 6 |
| Continuing Professional Development (CPD) Newsletter | 7 |
| Events and Conferences | 8 |
| ACRRM Jobs Board | 9 |
| ACRRM Advertising Guidelines | 10 |
| Terms and Conditions | 11 |

Who We Are

The Australian College of Rural and Remote Medicine (ACRRM) is a leading professional medical college dedicated to improving healthcare in rural, remote and Aboriginal and Torres Strait Islander communities throughout Australia. As the peak organisation for rural and remote medicine, ACRRM plays a vital role in training, supporting and advocating for specialist General Practitioners and Rural Generalists.

Our advertising and marketing solutions offer a unique opportunity to put your brand in front of rural healthcare professionals working right across Australia.

Partnering with ACRRM is a unique opportunity to access rural healthcare specialists on a national scale.

Contact our advertising team

✉ advertise@acrrm.org.au

☎ 1800 223 226

Our Audience





ACRRM’s audience network delivers unmatched reach within the Australian rural medical community.

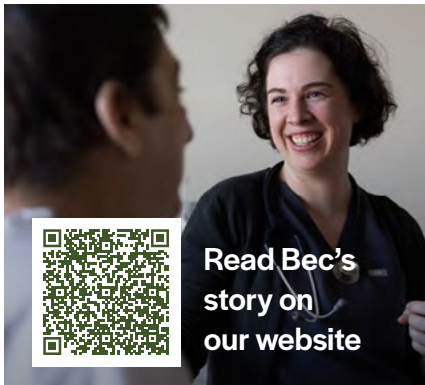
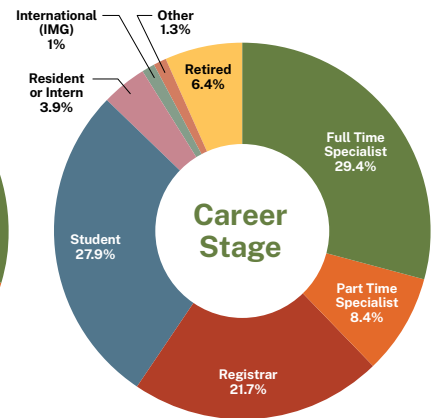
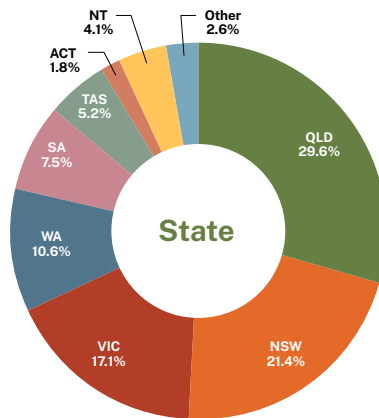
Our Members

Our engaged membership includes over 2,300 specialist clinicians (Fellows), nearly 1,300 doctors currently training with ACRRM to become rural generalists and GPs, and the next generation of associate and student members progressing on their journey into rural and remote healthcare.

Our wider network

Our channels can also connect your brand with a wider audience of non-member medical practitioners in rural and remote health, as well as the strategic decision-makers in practices, Rural Workforce Agencies, Primary Health Networks, and government.

-  **6500+ Members**
-  **2300+ Fellows**
-  **1300+ Registrars**
-  **37.2% Female**



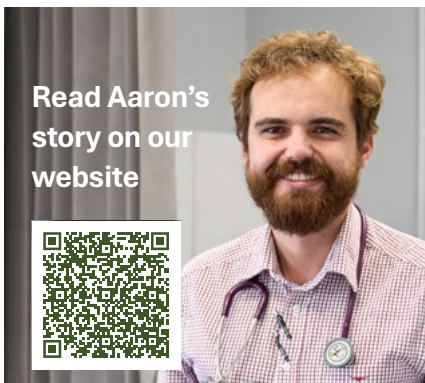
Meet Dr Rebecca (Bec) Devitt.

Rural Generalist and Staff Specialist practising in Mudgee, NSW

“In rural emergency medicine, you just don't know what's going to come through the door. Sometimes you have to step up and work on something very emergent and other times you need to be a bit of a problem solver and find out what's going on and how you can best help that patient.”



Read Bec's story on our website



Read Aaron's story on our website

Dr Aaron Hawkins

Rural Generalist practising in Deloraine, Tasmania.

“I think it is the best career in the world, I couldn't recommend it highly enough. You will always feel professionally rewarded and stimulated and at the same time you get flexibility and freedom to follow whatever passion in medicine you might have.”



Advertising Opportunities

Our advertising opportunities deliver targeted reach within the Australian rural medical community.

Newsletters

Stay top-of-mind with rural healthcare professionals by featuring your message in our well-established newsletters:

Country Watch Newsletter

Connect with a broad medical audience through Country Watch, our weekly flagship newsletter reaching 29,000+ rural doctors, healthcare professionals, and stakeholders.

CPD Newsletter

A monthly newsletter that targets members enrolled in the ACRRM's continuing professional development (CPD) program. This newsletter is ideal for promoting your ACRRM accredited courses and events.

Event Sponsorship

Tap into the power of ACRRM's events for outstanding sponsorship and trade opportunities. Our highlight is the annual Rural Medicine Australia (RMA) conference, the nation's top event for rural doctors. With an average of 1,000 delegates, RMA offers unbeatable exposure and engagement for your brand.

Jobs Board

The College Jobs Board is the go-to place for Rural Generalists, rural GPs and medical professionals looking for their next opportunity.



Country Watch Newsletter

Country Watch is the ideal platform to engage with medical professionals across rural and remote Australia.

Country Watch is ACRRM’s flagship weekly e-newsletter, reaching a audience of over 25,000 subscribers. This readership includes more than 6500 ACRRM members, and medical stakeholders including Rural Workforce Agencies, Primary Health Networks, non-member GPs, international medical graduates, students, and government bodies.

Key Information and Dates

- Country Watch is published on Thursdays. Booking, payment and artwork must be received by the COB the Tuesday before publication.
- When preparing content, it must adhere to our standard advertising guidelines (see below).
- The suitability of advertising, as well as the final positioning of advertisements is subject to the College’s discretion.
- To advertise a course or event it will first need to be accredited for ACRRM CPD. Register via the CPD Providers webpage or by contacting the CPD team at cpd@acrrm.org.au or 1800 223 226.

Our Membership



25,000+ recipients



Australia-wide



Target market:

- Rural Generalists
- General Practitioners
- Junior doctors
- Students
- Practices
- Supervisors
- Medical educators
- Rural workforce agencies
- Medical training and education stakeholders
- Government bodies

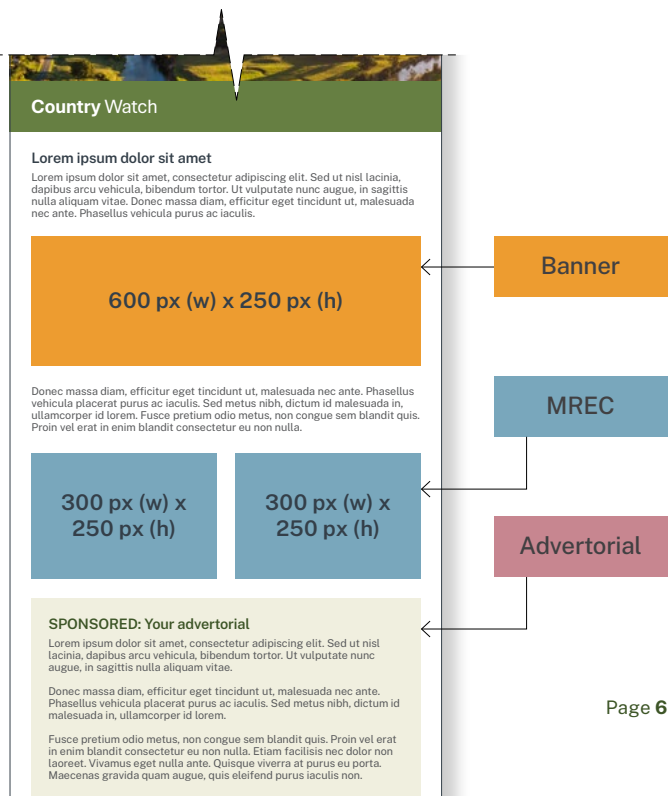
Ad specifications and rates

| | Specifications | Price (inc. GST) |
|--------------------|--|---|
| Banner | 600 pixels (w) x 250 pixels (h) | Single: \$880 per placement* 5 or more: \$800 per placement* |
| MREC | 300 pixels (w) x 250 pixels (h) | Single: \$770 per placement* 5 or more: \$700 per placement* |
| Advertorial | Newsletter article copy of no more than 100 words Optional linked news article on the ACRRM website of no more than 300 words | Single: \$880 per placement* 5 or more: \$800 per placement* |

* Prices include GST and are effective from 1 February 2022

File guidelines

| | |
|--------------------|--|
| File type | JPG or GIF – Note that animated GIFs are not supported in Outlook prior to Office 365 and only the first slide will be shown. |
| Colour mode | RGB |
| File size | Less than 200kb |
| Typography | Minimum font size 10 |
| URLs | Display Ads: One click-through URL with standard format UTM, no third-party tracking. Advertorials: In-text hyperlinks with standard format UTM’s, no third-party tracking. |



Continuing Professional Development (CPD) Newsletter

The CPD newsletter is the ideal platform to connect with Australian medical professionals in their professional journey.

This monthly newsletter provides content that supports Rural Generalists and medical professionals in their ongoing professional development, helping them to meet their CPD requirements. It has a very high engagement rate averaging 61%, with content that is informative and educational.

Key Information and Dates

- The CPD Newsletter is published in the third week of every month. Booking and artwork must be received by COB on the second Wednesday of the month.
- When preparing content, it must adhere to our standard advertising guidelines (see below).
- The suitability of advertising, as well as the final positioning of advertisements is subject to the College's discretion.
- To advertise a course or event it will first need to be accredited for ACRRM CPD. Register via the CPD Providers webpage or by contacting the CPD team at cpd@acrrm.org.au or 1800 223 226.

Our Membership



4,000+ recipients



Australia-wide



Target market:

- ACRRM Fellows
- Current ACRRM registrars
- ACRRM Members registered for ACRRM CPD Home
- Medical professionals registered for CPD Home Essentials

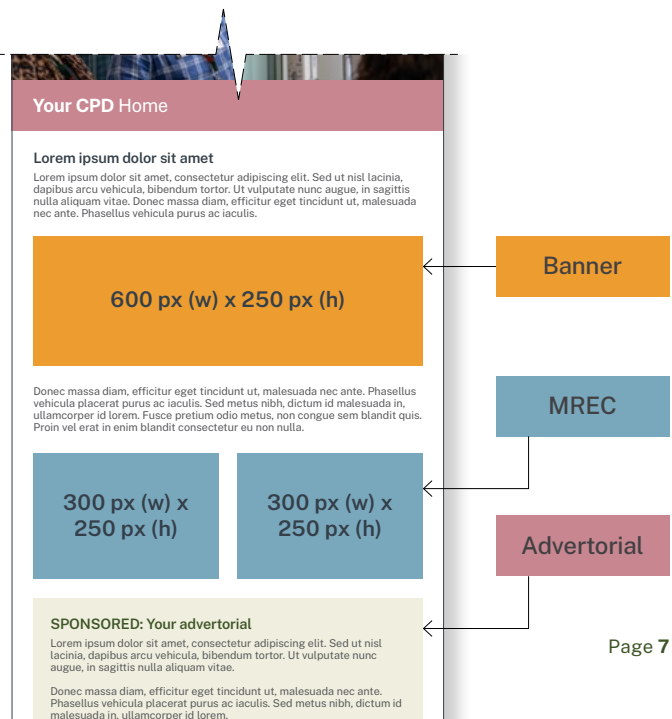
Ad specifications and rates

| | Specifications | Price (inc. GST) |
|-------------|--|---|
| Banner | 600 pixels (w) x 250 pixels (h) | Single: \$880 per placement* |
| | | 5 or more: \$800 per placement* |
| MREC | 300 pixels (w) x 250 pixels (h) | Single: \$770 per placement* |
| | | 5 or more: \$700 per placement* |
| Advertorial | Newsletter article copy of no more than 100 words Optional linked news article on the ACRRM website of no more than 300 words | Single: \$880 per placement* |
| | | 5 or more: \$800 per placement* |

* Prices include GST and are effective from 1 February 2022

File guidelines

| | |
|--------------------|--|
| File type | JPG or GIF – Note that animated GIFs are not supported in Outlook prior to Office 365 and only the first slide will be shown. |
| Colour mode | RGB |
| File size | Less than 200kb |
| Typography | Minimum font size 10 |
| URLs | Display Ads: One click-through URL with standard format UTM, no third-party tracking. Advertorials: In-text hyperlinks with standard format UTM's, no third-party tracking. |



Events and Conferences

The College hosts numerous events throughout the year, offering sponsorship and trade opportunities to connect with your target audience. Some highlights include:

Rural Medicine Australia (RMA) Conference

There is no bigger occasion on ACRRM’s calendar than the annual RMA conference, held in October, and co-hosted with the Rural Doctors Association of Australia (RDAA). It is Australia’s premier rural doctors conference, bringing together a diverse and collaborative community of Rural Generalists, rural consultant specialists, students, doctors in training, supervisors, medical educators and government bodies from across the country.

With around 1,000 delegates in attendance, partnering with RMA provides the perfect opportunity to showcase your products or services to a national audience of dedicated rural health professionals.

Regardless of your business size or scope, we can also tailor an option to suit your organisation’s needs.

SA Rural Generalist Anaesthetist (SARGA) Conference

SARGA is a leading clinical education event designed specifically for Rural Generalist (RG) Anaesthetists. Taking place in February 2026 in the beautiful Barossa Valley, this biennial event offers a unique opportunity for RG registrars and Fellows to upskill, connect, and advance their practice in rural anaesthesia.

Supervisor Summit

The Supervisor Summit is an annual networking and professional development event for ACRRM supervisors from across Australia.

This event features a range of educational and social activities designed to enhance supervisors’ knowledge and skills in guiding registrars through the ACRRM Fellowship Program.



Talk to our events team about event sponsorship
✉ events@acrrm.org.au

ACRRM Jobs Board

The ACRRM Jobs Board is the go-to platform for rural medical professionals looking for their next opportunity.

It is the premier platform for connecting employers with a highly engaged audience of Rural Generalists, rural GPs and other medical professionals dedicated to rural practice.

Advertising options and rates

Text Ads:

Perfect for concise job listings.

Display Ads:

Add a picture or visual element to boost visibility.

| | Specifications | Price (inc. GST) |
|--------------------------|--|---|
| Text Ad | Text only | \$330 per placement or FREE for FACRRM |
| Medium Display Ad | Text + Image 400 px (w) x 200px (h) | \$440 per placement |
| Large Display Ad | Text + Image 400 px (w) x 300px (h) | \$550 per placement |

* Prices include GST and are effective from 1 February 2022

Exclusive member benefits

Active ACRRM Fellow members can post text-only ads for FREE to promote their open positions.

To post an advertisement:

1. Visit acrrm.org.au/jobs
2. Click “Advertise Your Vacancy”
3. Log in with your MyCollege account or create one
4. Choose an ad type that fits your needs and complete the form and payment

Review and publication

All ads are reviewed by the advertising team before publishing.

Ads remain live on the website for one month or until the application closing date, whichever comes first.

Our Membership



5,500+ users



20,000+ page views annually



Audience:

- Rural Generalists
- General practitioners
- Practice managers
- Workforce agencies
- Training organisations
- Government departments

Visit the ACRRM
Jobs Board
acrrm.org.au/jobs

ACRRM Advertising Guidelines

This guide outlines the standards advertisers must follow when utilising the Australian College of Rural and Remote Medicine (ACRRM) network for advertising.

General rules

Advertising creative material:

Must not:

- Pretend to be content. Advertorial is acceptable if it is marked as such
- Contain nudity, profanity, violence
- Disable form fields, navigation or other site functionality
- Set third, fourth etc. party cookies for pre- or re-targeting purposes.

Must:

- Be of sufficient quality – i.e. meeting professional design standards, using suitable image resolutions etc.
- Meet the standards for advertising for a regulated health service of business as outlined by the Medical Board of Australia.

Acceptance policy

ACRRM reserves the right to remove from rotation or request the removal or revision of any creative that is deemed unsuitable for the users of our sites.

ACRRM may at its absolute discretion refuse to publish any advertisement without giving any reason. In case of refusal, no charge to the advertiser shall be incurred.

ACRRM reserves the right to reject or remove any creative from rotation that does not meet our specifications, contravenes any of these guidelines or adversely affects the rendering of our site, other ad placements or user experience.

Free editorial

The College may provide free editorial to stakeholders who have content that is relevant to our readers. This includes, but is not limited to events, conferences, ACRRM-accredited courses and professional development opportunities.

The College has the right to refuse an editorial if it:

- Promotes anything that is in direct competition with College products or services or reflects negatively on the College and its work
- Contains any of the items in the general rules “must not” section above.

Terms and Conditions

1. Terms of reference

- 1.1. The College is The Australian College of Rural and Remote Medicine (ACRRM).
- 1.2. You refers to the advertiser.

2. Booking and payment

- 2.1. The booking form, signed by you is considered to be part of this agreement.
- 2.2. The fee must be paid at the time of booking using the payment options outlined in the booking form. If an invoice is required, your advertisement will be posted after payment is received.

3. Advertising/advertorial standard

- 3.1. The College reserves the right to refuse advertising/advertorials it considers inappropriate.
- 3.2. The College reserves the right to accept up to two advertorials per Country Watch edition.
- 3.3. The College reserves the right to reject advertising that conflicts with the College's own products.
- 3.4. The College reserves the right to include the advertorial as the final article of Country Watch.
- 3.5. The College will only accept advertising for educational activities that have been accredited by the College for ACRRM CPD points. Find out more on obtaining CPD accreditation at www.acrrm.org.au/continuing-development/education-providers

4. Your responsibilities

- 4.1. You are responsible for ensuring that your advertisements/advertorials comply with all Commonwealth, State and Territory Laws.
- 4.2. You must ensure that the advertisement does not infringe copyright or other intellectual property rights or breach confidentiality or privacy obligations.
- 4.3. You are responsible for ensuring that the advertisement/advertorial does not contain any material which is libellous, obscene or otherwise of an unlawful nature.
- 4.4. You accept full responsibility for any adverse consequences resulting from publication of the advertisement/advertorial.

5. Deadlines

- 5.1. Country Watch is published Thursday afternoons, excluding the weeks between Christmas and the New Year but this is subject to change. The deadline is to allow for timing of the release of news important to members and other stakeholders.
- 5.2. Bookings are not formally accepted until confirmed by ACRRM in writing and payment of the fee has been received.
- 5.3. Material should be delivered to ACRRM by 5.00pm AEST on the Tuesday before publication. This deadline may be extended by mutual agreement.

6. Cancellations

- 6.1. Country Watch cancellations must be made in writing prior to the material deadline: 5.00pm AEST on the Tuesday before publication. Please use email address advertise@acrrm.org.au. If a booking is cancelled before the material deadline, you will be entitled to a credit, which must be expended with ACRRM as advertising within three months of the original material deadline, or thereafter forfeited.
- 6.2. Jobs Board cancellations must be received by the College in writing prior to the material being uploaded to the website. Please use email address advertise@acrrm.org.au. If a booking is cancelled before the material is uploaded to the website, you will be entitled to a credit, to be expended with ACRRM as advertising within three months of the original material deadline, or thereafter forfeited.

7. Warranties and indemnities

The College makes no promise or guarantee regarding the response to advertising/advertorial.

To the extent permitted by law, the College's liability is limited to providing the advertisement and will not, in any case, exceed the advertising/advertorial fee.

If the College does not publish the advertisement in the manner agreed to by both parties, you will be entitled to a full refund or placement of an ad at a later date. The College will not be liable for any loss or damage of any kind resulting from an advertisement/advertorial not being published in the agreed edition.