



# ADVERTISING OPPORTUNITY HEALTH INFORMATION MANAGEMENT JOURNAL 2009.

## Advertising in the Health Information Management Journal

The Health Information Management journal is distributed to all HIMAA members and selected HIM managers. This includes individual and corporate members representing all the major hospitals and health care providers throughout Australia.

Advertising in the Health Information Management Journal provides an excellent opportunity for you to reach Health Information Managers and their employers.

Special rates are available for advertising in the Journal and the HIMAA Web Site, including WorkWeb. WorkWeb is the most comprehensive site for advertising Health Information Management related job vacancies in Australia and remains the most visited area within the HIMAA website - receiving more than 90% of all traffic to the website.

The HIMAA website enjoys an average of over 2.7 million hits per year from 288,060 unique visitors (2009).

The HIM Journal and HIMAA website provide the perfect vehicles to reach the profession's members and their employers including:

**Public & Private Hospitals, Federal Health, State & Territories Health Departments, Area Health Services, Community Health, Aged Care, Mental Health, Specialist Health Services, Group General Practice, Universities and Education, Policy and Research, Health Insurance, Health Administration, Commercial Sector and Consulting.**

Our members are interested in:

**Electronic Health records, Internet Technologies, Clinical Coding, Health Records Management, Archive & Document Management, Casemix, Health IT, Project Management and Health Administration.**

## The HIMAA Community Profile

Reach the "doers" and the "decision makers" in the rapidly expanding profession of Health Information Management. Advertise in the only peer reviewed, professionally recognised Journal of Health Information Management in Australasia. Available three times a year from 2006.

# HIMAA JOURNAL ADVERTISING DIMENSIONS 2009

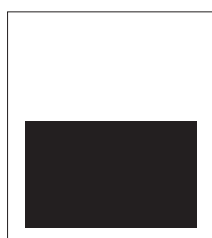


Full page  
**Type area**  
Depth 254.5mm  
Width: 176mm  
**Trim size**  
Depth 275mm  
Width 200mm  
**Full page bleed**  
Depth 285mm

Four colour \$1,500 |  
B/W \$800

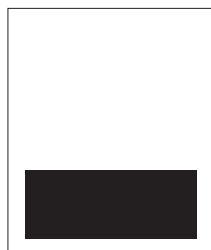
## Summary of Advertising rates

Full Page: Colour \$1,500.00 B/W: \$800.00  
Half Page: Colour \$900.00 B/W: \$550.00  
Quarter Page: Colour \$490.00 B/W: \$350.00  
Third Page: Colour \$750.00 B/W: \$490.00  
Eighth Page: B/W only \$200.00  
Classified: B/W only \$100.00



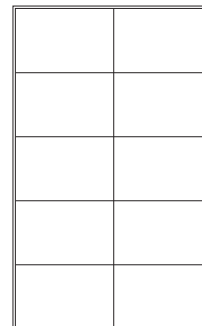
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Horizontal  
**Type Area**  
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Width: 176mm  
**Trim size**  
Depth 142mm  
Width 210mm  
**Half page bleed**  
Depth 142mm  
Width 210mm

Four colour \$900  
B/W \$550



Third page  
Horizontal  
**Type area**  
Depth 84mm  
Width: 176mm

Four colour \$750  
B/W \$490



**Classifieds**  
12 per page  
Depth 47mm  
Width: 100mm  
**B/W \$100**



Half page  
vertical  
**Type area**  
Depth 254.5mm  
Width: 88mm  
**Trim size**  
Depth 275mm  
Width 100mm  
**Full page bleed**  
Depth 285mm  
Width 100mm

Four colour \$900  
B/W \$550



Quarter page  
Vertical  
**Type area**  
Depth 124mm  
Width: 84mm

Four colour \$490  
B/W \$350



Eighth page  
**Type area**  
Depth 58mm  
Width: 84mm

B/W \$200

**Insert \$1,500**

## POSITIONING

Premium positions attract a 10% loading.

These include:

Inside Front Cover

Inside Back Cover

Outside Back Cover

Page 2 opposite Contents page

For spot colour on quarter page or less, add 10%.

Discounts:

A 10% discount applies to advertisers who sign for all three issues of the HIMAA Journal in any one calendar year.

All advertisements appearing in the printed journal will also appear in the online Journal.

## Great Opportunity

to get your message onto WorkWeb

Advertise on the HIMAA WorkWeb pages and have your message read, guaranteed. HIMAA WorkWeb is the most popular section of the HIMAA website, read by members and other health professionals both locally and overseas.

By purchasing a full page advertisement in the Journal you are eligible to purchase a rotating banner placed at the top of the WorkWeb page for only \$500 in addition to the cost of your full page advertisement.

Banner ads are limited to eight at any given time. Your banner will keep rotating at the top of WorkWeb for the duration of your advertisement in the Journal



## **The HIMAA Journal**

*The only peer-reviewed journal reaching Health Information Managers in Australia.*

### **Information for advertisers**

#### **Readership profile**

Individual Members of HIMAA and their employers including Public and Private Hospitals, Community Health, Aged Care, Mental Health, Specialist Health Services, Group General Practices, Universities and Education Policy and Research, HIM Graduates, Health Insurance, Health Administration, Commercial Sector and Consulting.

#### **HIMAA Website Advertisers Discount**

Advertisers purchasing a full page colour with 10% loading are eligible to purchase a rotating advertisement on WorkWeb, the employment section of the HIMAA website, which enjoys an average hit rate in excess of 2.7 million (2009).

#### **Publication schedule and mechanical details**

HIMAA Journal is published three times per year. It is printed in four colours and consists of 36 pages on 160gsm stock with a four colour cover on 200gsm stock. Advertisements should be submitted as press-ready pdf files, supplied in high resolution on disk. Material submitted in its original format will not be accepted. Files must be supplied with Pantone specifications.

#### **Editorial schedule**

The primary focus of the HIMAA Journal is the peer reviewed articles. In addition, the Journal has four main sections which contain articles on professional practice and innovation, case studies, articles discussing issues germane to the profession, events, book reviews plus reports from Executive and States. Advertisers can obtain information about the focus of each issue so they can more accurately target their advertising. There is one advertising page at the beginning of each section which carries a 5 per cent loading.

#### **Publishing and Deadlines**

**Issue No 1 Published mid March 2009. Deadline 1 December 2008**

**Issue No 1 Theme:** Clinical Coding, health classification and funding

*Managing clinical coders and HIMs; career pathways; tope level view; terminology; update on casemix and more.*

**Issue No 2 Published Mid June 2009 Deadline 15 March 2009**

**Issue No 2 Theme:** Applying, implementing, assessing and evaluating technology.

*In-house technology; document scanning; voice recognition; Mmex referral system; birthpac; aged care clinical software applications; linkage to Gps, pharmacies, pathology labs (ethics, privacy principles); eHealth; external technology (HealthSMART; national Ids; unique IDs)*

**Issue No 3 Published Mid October 2009 Deadline 1 July 2009**

**Issue No 3 Theme:** The changing HIS work environment

*Training, quality design, workflow, HIS Department: briefing an architect; moving departments; scanning records; merging records (e.g. Hospital and community health data); decision making: in-house or outsourced; impact on staff; staffing levels; mentoring; performance management; sucession planning.*

#### **Regular sections for all issues:**

Electronic health records

HIM Careers, alternative careers and non-traditional workplaces

Classification and terminology



## Contact details

To enquire about advertising or make a booking contact:

Eral Goullet (02) 9415 3340

Email: [egoullet@bigpond.net.au](mailto:egoullet@bigpond.net.au)

## To enquire about HIMAA activities contact:

E.O., HIMAA Telephone (02) 9887 5903 or see the website [www.himaa.org.au](http://www.himaa.org.au)

## Terms and conditions

Advertising is accepted in the HIMAA Journal subject to the following terms and conditions

All cancellations must be received in writing. The list price of the advertisement will be charged if bookings are canceled after the first day of the month prior to publication.

1.All advertisements are subject to the acceptance of the publisher who reserves the right to refuse advertising without explanation.

2.All advertising must be in an advertising style and not in an editorial style which could be mistaken for editorial.

3.Advertising will not be accepted if it contains sweeping superlatives, extravagantly worded copy, unfair comparisons or the blatant and unwarranted disparagement of a competitor's products or services.

4.The publisher will not be responsible for material provided for advertising. Such material will remain at all times at the risk of the advertiser.

5.All orders are subject to rate adjustments that may occur during the period of the order.

6.If an error occurs in publication, it is the responsibility of the advertiser to advise the publisher to avoid a recurrence of the error.

7.When material is overdue, the publisher reserves the right to repeat previous material.

8.The advertiser indemnifies, and agrees to hold indemnified, the publisher, its employees and agents, each of them, against any liability, claims or proceedings whatsoever which may arise from the publication of any material supplied pursuant to the order and, in particular, but not without limiting the generality of the foregoing, indemnify and hold indemnified each and all of them against any action for defamation, discrimination, slander of title, breach of copyright or infringement of any trade mark, name or description, invasion of privacy or for any action under, or for breach of any provision of any State or Territory, fair trading legislation or the Trade Practices Act, 1974.

Authorised by Robert Blue, E.O., HIMAA