

# Advertising and media kit

2023



---

## About us - Royal Australasian College of Surgeons (RACS)

RACS is the leading advocate for surgical standards, professionalism and surgical education in Australia and Aotearoa New Zealand. The College is a not-for-profit organisation that represents about 8300 surgeons and 1300 surgical Trainees and Specialist International Medical Graduates.

The College provides continuous professional development, training and accreditation for surgeons. There are nine surgical specialties in Australia and Aotearoa New Zealand: Cardiothoracic Surgery, General Surgery, Neurosurgery, Orthopaedic Surgery, Otolaryngology Head-and-Neck Surgery, Paediatric Surgery, Plastic and Reconstructive Surgery, Urology and Vascular Surgery.

RACS provides specialist medical education, training, capacity development and medical aid to 15 countries in the Asia-Pacific region. Visiting teams and in-country personnel provide clinical mentoring and education to the national medical workforces and deliver training programs to strengthen the capacity of national health services in the region.

RACS is also a substantial funder of surgical research through the Foundation for Surgery, the philanthropic arm of the organisation. The Foundation also facilitates long-term change by supporting aspiring Indigenous surgeons in Australia and Aotearoa New Zealand and also worked to enhance recognition and awareness of their health needs.

### **Vision**

Advancing surgery, embracing innovation

### **Mission**

To improve access, equity, quality and delivery of surgical care that meets the needs of our diverse communities

### **RACS Values**

Service

Integrity

Respect

Compassion

Collaboration

---

# Our audience

RACS delivers an audience of highly professional people that are well-informed and with a desire for up-to-date news and information as well as a commitment to research, development and exploring new solutions.

We promote courses, events and surveys that add value to our members' experience.

We advertise these through our fortnightly newsletter *Fax Mentis*, our member magazine, *Surgical News* and website.



## Advertising opportunities

- *Fax Mentis* fortnightly e-newsletter, circulation 10,000
- *Surgical News* online, 11,500 circulation.
- Surgical vacancies adverts are available on the website, please visit the website for more information.



# Advertising options<sup>^</sup>

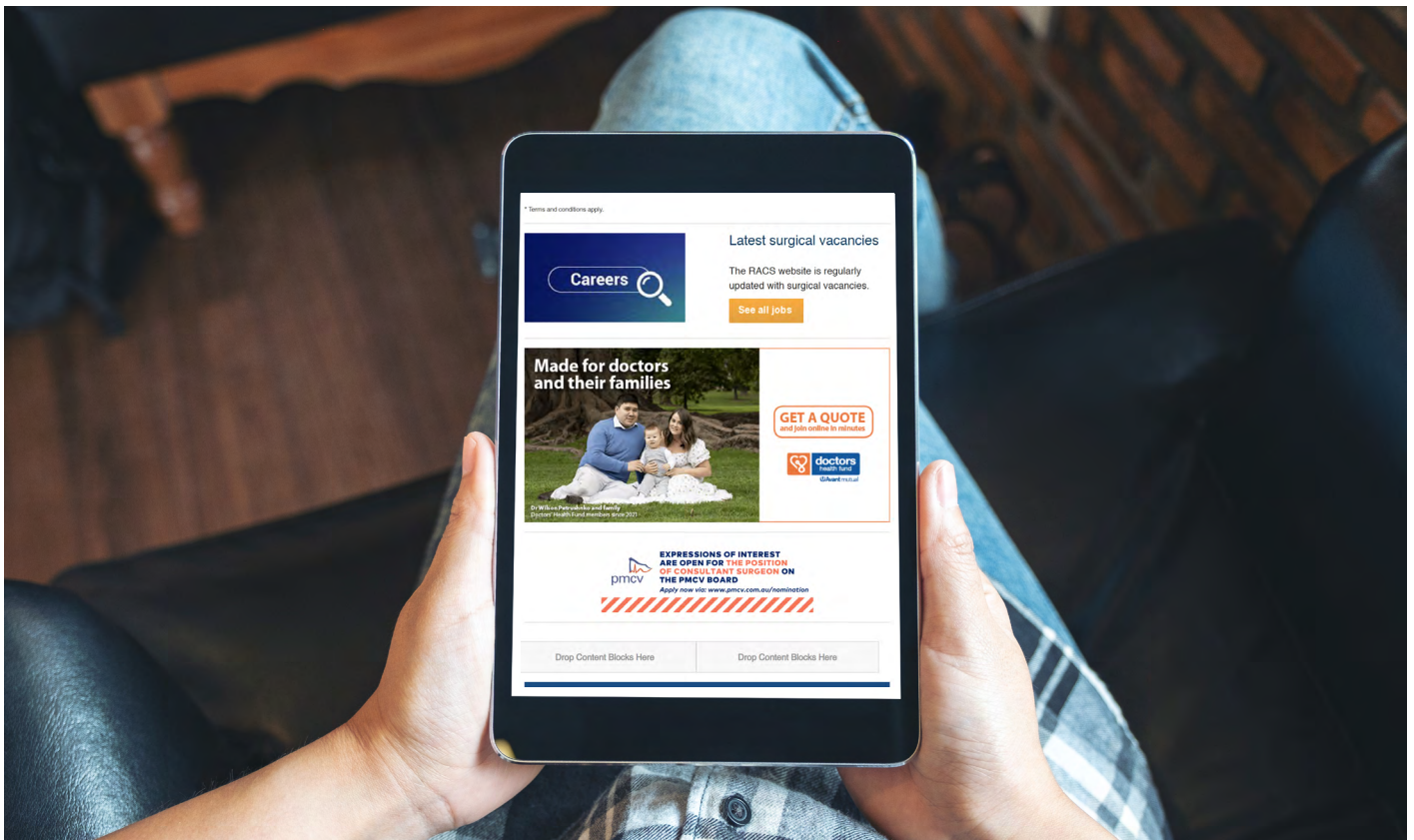
Content type	Source	Communication channel	Cost	Where to direct enquiry
Event	Specialty society (RACS)	• Fax Mentis text mention	Free <sup>~</sup>	Fax.Mentis@surgeons.org
		• Fax Mentis display ad	See advertising rates	Fax.Mentis@surgeons.org
		• Surgical News	See advertising rates	Surgical.News@surgeons.org
	Other College	• Fax Mentis	See advertising rates	Fax.Mentis@surgeons.org
		• Surgical News	See advertising rates	Surgical.News@surgeons.org
Health not-for-profit	• Fax Mentis	See advertising rates*	Fax.Mentis@surgeons.org	
	• Surgical News	See advertising rates*	Surgical.News@surgeons.org	
	Other education institution e.g. university	• Fax Mentis	See advertising rates	Fax.Mentis@surgeons.org
		• Surgical News	See advertising rates	Surgical.News@surgeons.org
	Corporate/commercial institution	• Fax Mentis	See advertising rates	Fax.Mentis@surgeons.org
		• Surgical News	See advertising rates	Surgical.News@surgeons.org
Course (education)	Specialty society (RACS)	• Fax Mentis text mention	Free	Fax.Mentis@surgeons.org
		• Fax Mentis Display ad	See advertising rates	Fax.Mentis@surgeons.org
		• Surgical News	See advertising rates	Surgical.News@surgeons.org
	Other College	• Fax Mentis	See advertising rates	Fax.Mentis@surgeons.org
		• Surgical News	See advertising rates	Surgical.News@surgeons.org
Other education institution e.g. university	• Fax Mentis	See advertising rates	Fax.Mentis@surgeons.org	
	• Surgical News	See advertising rates	Surgical.News@surgeons.org	
	Health not-for-profit	• Fax Mentis	See advertising rates*	Fax.Mentis@surgeons.org
		• Surgical News	See advertising rates*	Surgical.News@surgeons.org
Surveys	Active RACS Fellow, SIMG, SET Trainee	• Fax Mentis	Free	surveys@surgeons.org
	External to RACS	• Fax Mentis	See advertising rates	surveys@surgeons.org
	External to RACS - co-branding /co-authorship#	• Fax Mentis	Free	surveys@surgeons.org
	External to RACS - friendly collaboration#	• Fax Mentis	Free	surveys@surgeons.org
Product/ Service	Corporate/commercial institution	• Fax Mentis	See advertising rates	Fax.Mentis@surgeons.org
		• Surgical News	See advertising rates	Surgical.News@surgeons.org

\* Not-for-profit organisations attract a discounted rate.

<sup>^</sup>Subject to availability and type of content

# 'External to RACS' includes other colleges, government, health not-for-profit, corporate/commercial, universities, etc

<sup>~</sup> Text only 50 words max



## Fax Mentis

### Fax Mentis booking information and key dates

- Digital – electronic newsletter
- Booking required 14 working days before live date
- Material required five days prior to live date
- Cancellation - must be received in writing 10 working days before live date. Cancellations received after this time will incur a cancellation fee for 50 per cent of the value
- RACS doesn't guarantee your choice of date until confirmed. RACS reserves the right to refuse bookings and/or content.

### ^Fax Mentis advertising rates

Cost	Type
\$525AUD	large banner ad per issue
\$367.50AUD	strip banner per issue
\$157.50AUD	survey listing

Tailored packages are also available, please contact us to discuss your needs.

^ only two paid advertisements (1 large and 1 strip) are featured in any issue, ensuring visibility of your message. No more than six advertisements per advertiser in a calendar year.

### Fax Mentis specifications

- Large banner 600 x 286px
- Strip banner 600 x 200px
- Event/survey listing (Speciality societies) max 50 words with hyperlink



## Surgical News

*Surgical News* is the official member publication of the Royal Australasian College of Surgeons (RACS). The publication celebrates the surgical profession by profiling inspiring surgeons working in Australia and Aotearoa New Zealand. It also explores policy and surgery, research, education and scholarships, regulatory responsibilities as well as events and heritage.

The RACS magazine began at the start of the century, growing from the former *RACS Bulletin*, which started in 1981.

*Surgical News* is now an online platform, which offers a better reader experience and enhanced engagement.

*Surgical News* is published every two months. Surgeons are recognised as time-poor but with a high net worth and *Surgical News* delivers an audience that is 'pre-qualified': a group of highly professional people who are well-informed and with a desire for up-to-date news and information, as well as a commitment to research, development and exploring new solutions.

### Online rates

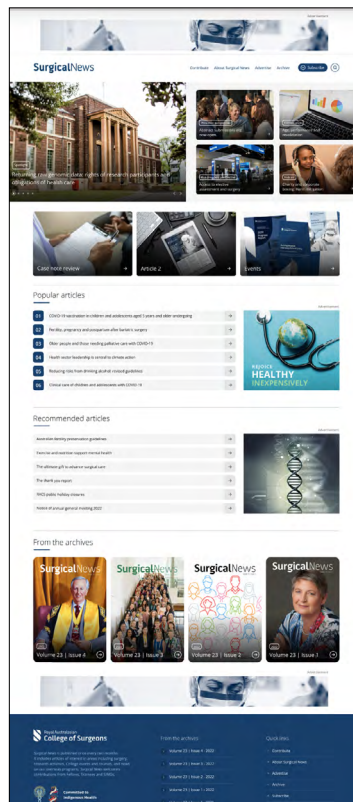
Ad sizes	Rates (Inc. GST)
Home page top header	\$5,200.00
Home page sidebar 1	\$3,937.50
Home page sidebar 2	\$3,937.50
Home page footer	\$3,920.00
Article ad 1	\$2,310.00
Article ad 2	\$2,310.00

# Surgical News - online

## Online rates

Ad sizes	Rates (Inc. GST)
Home page top header	\$5,200.00
Home page sidebar 1	\$3,937.50
Home page sidebar 2	\$3,937.50
Home page footer	\$3,920.00
Article ad 1	\$2,310.00
Article ad 2	\$2,310.00

## Home page example



Home page top header  
1350 X 144px

Home page sidebar 1  
400 X 400px

Home page sidebar 2  
400 X 400px

Home page footer  
1350 X 144px

## Article ad example



Article ad 1  
234 X 234px

Article ad 2  
234 X 234px



---

## Contact

**For more information on advertising, please contact:**

Fax Mentis

[Fax.Mentis@surgeons.org](mailto:Fax.Mentis@surgeons.org)

Surgical News

[Surgical.News@surgeons.org](mailto:Surgical.News@surgeons.org)

Survey requests

[surveys@surgeons.org](mailto:surveys@surgeons.org)

Packages and other enquiries

RACS Communications

[RACS.Communications@surgeons.org](mailto:RACS.Communications@surgeons.org)

### **Royal Australasian College of Surgeons**

250-290 Spring Street  
East Melbourne VIC 3002  
Australia

---



# ADVERTISING AT RACS | 2023

Date ..... Name .....

Organisation .....

Not for profit  Specialty society  Government organisation  Fellow  Other

Postal address .....

Telephone number ..... Email .....

Surgical News  Fax Mentis

## Discounts:

**NGOS and RACS Specialty Societies:** Standard 10 per cent discount off bookings. When booking three channels to run consecutively or more than three adverts the discount equates to 20 per cent. No further discount applies.

Full list of specialty societies can be found here: <https://www.surgeons.org/about-racs/speciality-societies-and-affiliates/specialty-societies-and-associations>

**Others:** When booking three channels to run consecutively or three adverts the discount is 10 per cent. No further discount applies.

## PAYMENT DETAILS

Total advertising price (AUD) ..... (incl GST)

Visa  Master Card  Amex

Card number ..... Expiry Date ..... / .....

Cardholder's name ..... Cardholder's signature .....

### Material requirements

Email art files to:

Fax Mentis: Fax.Mentis@surgeons.org

Surgical News: Surgical.News@surgeons.org

### Terms and conditions

This booking is subject to the terms and conditions on the following page. All advertising must be prepaid upon booking.

# FAX MENTIS

---

### Edition/s (please tick)

January		February		March		April		May		June	
18 January		1 February		1 March		12 April		10 May		7 June	
		15 February		15 March		26 April		24 May		21 June	
				29 March							
July		August		September		October		November		December	
5 July		2 August		13 September		11 October		8 November		6 December	
19 July		16 August		27 September		25 October		22 November		20 December	
		30 August									

### Type of advert

Large display (600 X 286px)		Small display (600 x 200px)		Text only (50 words limit)	
Amount per advert	Number of adverts	Amount per advert	Number of adverts	Amount per advert	Number of adverts
\$525 (incl GST)		\$367.50 (incl GST)		\$157.50 (incl GST)	

Advert amount (AUD) ..... (incl GST)

Less discount where applicable (AUD) ..... (incl GST)

Total amount (AUD) ..... (incl GST)

# SURGICAL NEWS

---

**Issue (please tick)**

Jan/Feb	Mar/Apr	May/June
July/Aug	Sep/Oct	Nov/Dec

**Size of online advert (please tick)**

Home page top header	Home page sidebar 1	Home page sidebar 2
Home page footer	Article ad 1	Article ad 2

ONLINE AD SIZES	RATES (INC. GST)	ONLINE AD SIZES	RATES (INC. GST)
Home page top header	\$5,200.00	Home page footer	\$3,920.00
Home page sidebar 1	\$3,937.50	Article ad 1	\$2,310.00
Home page sidebar 2	\$3,937.50	Article ad 2	\$2,310.00

AD PLACEMENT	Aspect Ratio	RECOMMENDED DIMENSIONS (PX)
Home page top header	75 : 8	1350 X 144
Home page sidebar 1	1 : 1	400 X 400
Home page sidebar 2	1 : 1	400 X 400
Home page footer	75 : 8	1350 X 144
Article ad 1	1 : 1	234 X 234
Article ad 2	1 : 1	234 X 234

*Not-for-organisations and RACS specialty societies and associations receive a discounted rate.*

*All files to be supplied as .png/.jpg and RGB colour space.*

Advert amount (AUD) ..... (incl GST)

Less discount where applicable (AUD) ..... (incl GST)

Total amount (AUD) ..... (incl GST)

# BOOKING CANCELLATION

---

I ..... on behalf of ..... (company name)  
on ..... (date) would like to cancel my booking for the publication .....

The current advert is booked for ..... (date).

I'd like to (please tick which is applicable)

- cancel my booking, noting that any refund is at the discretion of the College and is subject to terms and conditions
- reschedule my booking

If rescheduling, I'd like to change the date to ..... understanding that this is at the discretion of the Royal Australasian College of Surgeons and is not guaranteed. If not possible a refund is subject to booking timeframes and requirements.

If rescheduling is available, I understand I will need to complete another booking form to secure that spot and the booking will not be confirmed until that is received by the college.

Signed ..... Date .....

# THINGS YOU SHOULD KNOW TERMS & CONDITIONS

## Rights, Discretions and Obligations of RACS

- 1.1 RACS shall use its reasonable endeavours to publish advertising in the format as agreed with the advertiser.
- 1.2 RACS reserves the right of final artwork approval.
- 1.3 RACS is under no obligation to accept advertising from the advertiser.
- 1.4 RACS reserves the right to
  - refuse or withdraw from publication of any advertising at any time without giving reasons (in which case, no charge to the advertiser will be incurred);
  - vary the placement and positioning of any advertisement at any time (unless an advertiser has been charged a price for the advertising which is specific to the placement or positioning of the advertising).
- 1.5 RACS owes no duty to the advertiser to review, approve or amend any advertising.
- 1.6 In the event that RACS reviews, approves or amends any advertising, the advertiser continues to be responsible for the content of the advertising.
- 1.7 At RACS discretion, any advertising published by RACS may be archived and/or republished by RACS or anyone authorised by RACS.

## Obligations of the Advertiser

- 2.1 The advertiser's advertisement must be submitted in accordance with the specification and in the manner set out in the RACS Media Kit, or as otherwise specified in writing by RACS, which may be amended from time to time at RACS discretion.
- 2.2 The advertiser must not resell the advertising space to any third party without RACS written consent.
- 2.3 The advertiser must meet the booking and copy deadlines set out by RACS in the RACS Media Kit, or as otherwise specified in writing, which may be amended from time to time at RACS discretion.
- 2.4 The advertiser must promptly check proofs of the advertising and notify RACS immediately of any errors in the proofs or in the published advertising.
- 2.5 RACS does not accept responsibility for any errors submitted by the advertiser.

## Warranty by the Advertiser

- 3.1 The advertiser warrants to RACS that the advertising does not breach or infringe any law or applicable code (including any common law, statute, delegated legislation, regulation, rule or ordinance) of the Commonwealth, or a State or Territory.
- 3.2 The advertiser warrants that if the advertising contains the name, photograph or pictorial representation of any person and/or any copy by which any person can be

identified, the advertiser has obtained the authority or permission of that person.

## Payment

- 4.1 RACS requires prepayment by the advertiser for all new bookings, however, at RACS discretion it may elect for that payment to be made post publication of the specified advertisement.
- 4.2 The advertiser must make payment to RACS in the manner set out in the Tax Invoice (including but not limited to the amount due, method for payment and amount due date).
- 4.3 RACS reserves the right to change its advertising rates at any time without notice. For the avoidance of doubt, any changes to advertising rates will not affect the amount payable as specified in the Tax Invoice issued before the changes to the advertising rates.
- 4.4 Advertising rates are subject to the addition of applicable taxes, including Goods and Services Tax (GST).
- 4.5 The advertiser must pay the full price for advertising even if RACS varied position or placement of the advertising (unless the advertiser has been charged a price for the advertising which is specific to the placement or positioning of the advertising) or if there is an error in the advertising (unless the error was RACS fault).

## Cancellation

- 5.1 Cancellation of any advertising is subject to RACS approval and such approval is to be exercised at RACS sole discretion.
- 5.2 No cancellations will be accepted by RACS after the booking deadline.
- 5.3 If RACS does not approve an advertiser's request to cancellation
  - The payment obligations under clause 4 continue to apply; and
  - Any payments made to RACS for the advertising shall not be refunded to the advertiser.

## Liability and Indemnity

- 6.1 RACS will not be responsible for any loss or damage to any advertising material left in its control.
- 6.2 RACS is not liable for any loss or damage from an internet or telecommunication failure.
- 6.3 The advertiser acknowledges that it has not relied on any advice given or representation made on behalf of RACS in connection with the advertising.
- 6.4 RACS excludes all implied conditions and warranties from these terms, except any non-excludable condition.
- 6.5 RACS limits its liability for breach of any non-excludable condition (to the extent such liability can be limited) and for any other error in published advertising caused by RACS to the re-supply of the advertising or refund of

the money paid for the advertising (at RACS option).

- 6.6 Subject to clauses 6.4 and 6.5, RACS excludes all other liability to the advertiser for any costs, expenses, losses and damages incurred in relation to advertising published by RACS, whether that liability arises in contract, tort (including by RACS negligence) or under statute. Without limitation, RACS will in no circumstances be liable for any indirect or consequential losses, loss of profits, loss of revenue or loss of business opportunity.
- 6.7 The advertiser indemnifies RACS and its officers, employee, contractors and agents against any costs, expenses, losses, damages and liability suffered or incurred by them arising from the advertiser's breach of the terms and any negligent or unlawful act or omission of the advertiser in connection with the advertising.

## General

- 7.1 The terms, the Tax Invoice, the Privacy Policy and any other written agreement between the parties constitute the entire agreement between the advertiser and RACS for advertising. The terms cannot be otherwise varied by the advertiser unless agreed in writing and signed by an authorised officer of RACS.
- 7.2 RACS reserves the right to amend these terms and conditions at any time without notice.
- 7.3 RACS is not liable for any delay or failure to publish the advertising if such delay or failure is caused by a factor outside RACS' reasonable control (including but not limited to any act of God, industrial dispute, electricity failure, governmental or legal restraint).
- 7.4 The terms are governed by and construed in accordance with the laws of Victoria.
- 7.5 Bookings aren't guaranteed until confirmed by RACS in writing and paid by the advertiser in full. RACS reserve the right to refuse material or content at any time.

## Definitions

- 'Advertising' refers to any image, content or information submitted for publication in any form or medium as an advertisement.
- 'Advertiser' means a person or entity for which RACS publishes advertising.
- 'Non-excludable condition' means any condition or warranty (such as conditions and warranties implied by the Commonwealth and Consumer Act 2010 (Cth) and equivalent State acts) which cannot by law be excluded.
- 'RACS' means Royal Australasian College of Surgeons (ABN 29004167766 & ACN 004167766).
- 'Tax Invoice' refers to a tax invoice for advertising which is issued by RACS to the advertiser.