



**My Health**

**Career**

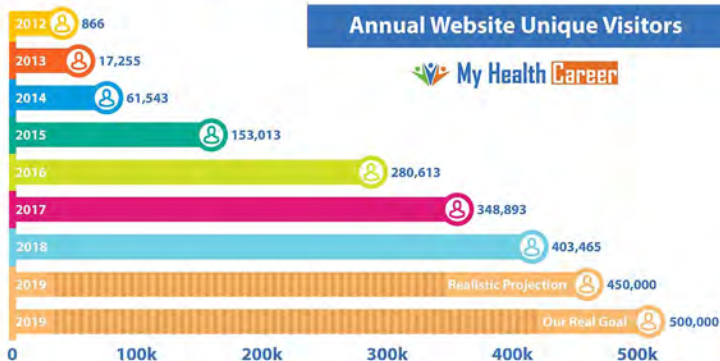
**MEDIA KIT**

**2019**

# Our audience are ....

Prospective health students, current & future health practitioners, careers advisors & people who work in health industry organisations.

## Our Audience Growth



## Our Monthly Audience



**Unique Visitors**  
33,622



**Page Views**  
56,655



**Visit Duration**  
1 min & 7 sec



**Website subscribers**  
1422



**Twitter**  
2547



**Facebook**  
971



**LinkedIn**  
354

■ Australia	78%
■ USA	7%
■ UK	3%
■ India	2%
■ Canada	2%
■ New Zealand	1%
■ Other	7%



■ Sydney	24%
■ Melbourne	20%
■ Brisbane	11%
■ Perth	7%
■ Adelaide	5%
■ Gold Coast	1%
■ Canberra	1%
■ Other	31%

Contact us for bookings and enquiries

✉ [advertising@myhealthcareer.com.au](mailto:advertising@myhealthcareer.com.au) ☎ 0422 611 533

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# You Can Reach Our Audience By .....



# 1. Display Ads

Display ads will be shown on the home page and every other page of our website and will reach our full audience of over 33,000 unique visitors each month.

## Pricing and deadlines

- Position A: \$595 (inc GST) per month
- Position B: \$495 (inc GST) per month
- Ad & link to be received by MHC 2 weeks before campaign commences

## Required format and dimensions

- Png, jpg or animated gif files only, formats such as psd, and ai not accepted
- Square pop-up, 250 x 250 pixels
- Maximum size of 1MB
- A link must be supplied for all ads so that we can link to your website

The screenshot shows the My Health Career website with a navigation bar and a main content area. The logo is 'My Health Career' with the tagline 'Cultivating healthy health care'. The navigation bar includes links for Home, News, Advance Your Career, Discover Health Careers, Consulting, Advertising, About Us, and Contact Us. Below the navigation bar is a green bar labeled 'Internal B Page'. The main content area has a heading 'Heading Goes Here' and a sub-heading 'Sub-Heading Goes Here'. There are two placeholder boxes for ads: a 728 x 90 box and a 250 x 250 box. To the right of the 728 x 90 box is a 250 x 250 box labeled 'Display Position A'. To the right of the 250 x 250 box is another 250 x 250 box labeled 'Display Position B'. The bottom of the page shows a partial view of a landscape image.

## 2. Run of Site

Perfect for when you have a particular profession you want to target. This is often an option university marketing departments go for when they are targeting a specific course.

### Pricing and deadlines

- \$295 (inc GST) per month per profession, minimum 6 months just \$1770 for 6 months
- \$2995 (inc GST) per profession per year
- Must be for 6 or 12 consecutive months, rates for multiple professions negotiable
- Ad & link to be received by MHC 2 weeks before campaign commences

### Required format and dimensions

- Png, jpg or animated gif files only
- Files in formats such psd, ai and publisher will not be accepted
- Banner ad maximum size 735 x 200 pixels
- Standard leader board (728 x 90 pixels) works well
- Maximum size of 1MB
- A link must be supplied for all ads so that we can link to your website

The screenshot shows the My Health Career website with a banner ad layout. The website header includes the logo and navigation links: Home, News, Advance Your Career, Discover Health Careers, Consulting, Advertising, About Us, Contact Us. Below the header is a green bar with the text "Internal 8 Page". The main content area features a heading "Heading Goes Here" with a sub-heading "Sub heading goes here" and a paragraph of placeholder text. To the right of the main content is a black box labeled "Position A" with dimensions "250 x 250". Below the main content is another black box labeled "Run of site" with dimensions "728 x 90". Below this is another black box labeled "Position B" with dimensions "250 x 250".

## What are the professions?

On My Health Career we have 11 professions you could sponsor for a minimum period of 6 months at a time. Your course could be open to undergraduate students, postgraduate students or both. Other categories can be added by negotiation:



## Where will the ad appear?

A profession sponsor will have their banner ad posted on:

- Every blog post for that profession** - My Health Career posts at least 1 but up to 3 articles per profession per month
- The pathway infographic page for that profession** - a page that we periodically promote to careers advisors to pass onto prospective students
- The profession summary page for that profession** - a page that we periodically promote to careers advisors to pass onto prospective students
- The video page for that profession** - a page prospective students may go to if they are interested in researching that profession

### An example – if you sponsored the profession pharmacy

Your banner ad would appear on these pages:

- [Pharmacy - latest articles](#) (ad on every post published during run of site campaign)
- [Pharmacy pathway infographic page](#)
- [Pharmacy profession summary page](#)
- [Pharmacy video page](#)

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# 3. Sponsored Post

These posts are to provide useful information for our followers – blatant advertorials will not be accepted, for example, “10 things to consider before choosing a dietetics degree” is acceptable, but “10 reasons why the dietetics course at University XYZ is the best” is not.

## Pricing and deadlines

- \$195 (inc GST) for a sponsored post only (perfect for back linking)
- \$295 (inc GST) for a sponsored post campaign which includes:
  - Email newsletter - special mention being made of the post
  - Facebook & Twitter - post being shared on our Facebook page & Twitter feed
- Post, images, video, link, logo & keyword to be received by MHC 2 weeks before published

The screenshot shows a Facebook post from 'My Health Career'. The post features a black banner with white text that reads 'Your banner ad with link' and '728 x 90'. Below the banner is a video player and several paragraphs of text. A red box highlights the banner area. Another red box highlights a similar banner area at the bottom of the page.

Sponsored post example Leaderboard sized banner

728 x 90

Your banner ad with link

728 x 90

The advertiser is liable for ensuring that the ad content is not inappropriate or offensive to the community. The advertiser is also responsible for ensuring that the ad content is not misleading or deceptive. The advertiser is also responsible for ensuring that the ad content is not in violation of any applicable laws or regulations. The advertiser is also responsible for ensuring that the ad content is not in violation of any applicable terms of service or community guidelines.

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Your banner ad with link

728 x 90



## Sponsored Post Checklist

### 1. Headline

- The title for the post

### 2. Content paragraphs

- There is no limit to the number of paragraphs and no overall word limit

### 3. Images

- We recommend that you provide at least two images per post
- One image needs to be the “featured image” approx. ratio 3 hori : 2 vert
- If you do not supply images these will be selected at My Health Career’s discretion

### 4. Keyword

- We recommend that you provide a keyword for SEO purposes

### 5. Your banner ad with link

- Maximum width 735 pixels x maximum depth 200 pixels
- Leader board (728 x 90px) works well
- Please provide the url you would like the banner ad to link to

### 6. Video

- We are able to embed videos from your YouTube channel into the post

### 7. Your logo

- Your logo can be placed at the bottom of the post with a link

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# 4. Competitions

A great option if you have a product or service that prospective health students, or current & future health professionals are interested in, and you want an engaging way of connecting with this audience.

Competitions will run for a period of one month, and we will run these up to 4 times a year. Competition winners will be chosen by your organisation in collaboration with My Health Career.

## Pricing and deadlines

- Starting at \$1495 (inc GST) per month
- Add \$395 (inc GST) to include the display ad in Position B to reach our entire website audience of over 30,000 visitors per month
- Your organisation is responsible for providing the prize, and any costs incurred in delivering the prize to the competition winner
- Ads, sponsored posts, links, details of prize and competition requirements to be received by MHC 1 month before commencement of competition

## Campaign inclusions

- Up to 4 sponsored posts that will be published on My Health Career during the month
  - One will be all about the competition itself and how to enter
  - One will be announcing the winner of the competition
  - Others might contain:
    - General information which highlights your product or service
    - An update on how many entries have been received and how the competition is tracking
- Email newsletter – special mention being made of your competition in our fortnightly broadcast
- Facebook and Twitter – competition being broadcast on our Facebook page & Twitter feed
- Banner ad promoting the competition – will be placed on up to 20 relevant pages on our website during that month
- Remarketing or partnering
  - My Health Career will either use Google or Facebook remarketing, or connect with another organisation in order to broaden the reach of the competition; whichever we agree on and think will be most effective

## Competition Requirements

- **Competition terms and conditions you must provide are:**
  - Eligibility criteria or other conditions on entering the competition
  - Details of the prize
  - Details of how long the competition will run, the promotional period, and the closing date and time for entrants to submit their entry
  - Details of how winners will be determined
  - Details of how winners can claim the prize
  - A procedure to follow if the winner does not claim their prize within a set period of time
  - A privacy policy, which includes how the entrants' personal information will be collected, used and disclosed



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# 5. Google Remarketing

There are a significant number of pages on our website where your target audience are landing day in, day out, month in, month out. In droves. This is your opportunity to re-market to them!

This is super time efficient for you because we do all the back-end work in setting up the re-marketing campaign. You just give us your ad and we'll do the rest!!

## Pricing and deadlines

- \$495 (inc GST) for to My Health Career to set up & monitor the campaign for the month
- Add your chosen dollar amount for us to spend with Google
- Ads, links and Google remarketing instructions to be received by MHC 1 month before campaign commences



# 6. Create Your Own

We understand that your organisation might be a bit out of the box and have some bright ideas on what you're after with your campaign. It might be a "mix and match" of some of the options in our media kit, or it might be something else altogether.



We're open to conversations on how we might be able to work together. Best of all, if we don't think we'll be able to get any results for you in a particular way, we will say so. We'll also do our best to offer you some alternatives.

We can't wait to collaborate with you and see what light bulb moments we have!!

## Pricing and deadlines

- Price and deadlines by negotiation

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# Terms and conditions for advertising with My Health Career

## Bookings

- We appreciate your payment in full at the time of booking as no booking is guaranteed until payment is received
- Upon agreement with My Health Career to run your ad or campaign, you will receive an invoice, standard payment terms are 30 days
- We understand that you may approach us to have a campaign commenced ASAP; in these cases please note that your ads will not go live on the site until payment is received in full

## Payment

- Payment method direct deposit only:  
I'm Gonna Make It Pty Ltd T/A My Health Career  
Bankwest BSB 304-255  
Acct 0100627
- We do not accept payment via PayPal

## Refunds and cancellations

- We do not issue refunds if you choose to cancel your advertising after payment has been received
- We reserve the right to decline working with organisations who have repeatedly cancelled advertising with us

# My Health Career's advertising team



**Amanda  
Griffiths**

- My Health Career founder and advertising manager
- Optometrist since 2003, has worked in almost every state & territory in Australia
- Has been an invited speaker on the topic of careers in health for the Career Development Association Australia (CDAA), the Queensland Government's Department of Education, Training and Employment, The Allied (health) Network, and some of Queensland's most prestigious schools



**Sab  
Ocampo**

- My Health Career advertising assistant
- Studied Communication Arts
- Has worked with My Health Career since September 2017

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