



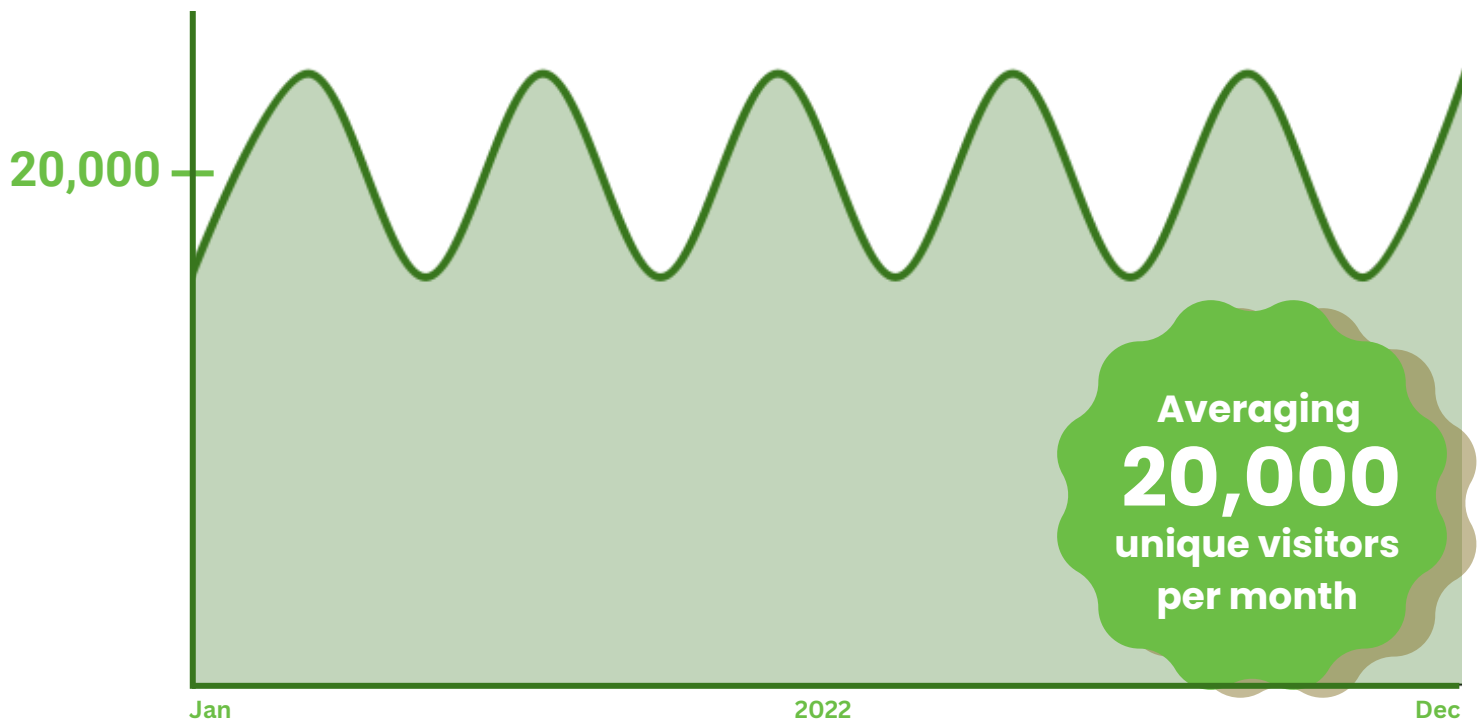
# 2023

# MEDIA KIT

# Our Audience Are ...

- High School Students
- Prospective University Students
- Health Professionals
- Careers Advisors
- Career Development Practitioners
- Health Industry Organisations

## 2022 Monthly Website Visitors



## Our Monthly Audience



Unique Visitors

20,464



Page Views

30,486



Average Visit Duration

55 seconds



Website Subscribers

1,548



Twitter

2,459



Facebook

1,038



LinkedIn

567

# Current and Previous Clients Include:

- The University of Melbourne
- Bond University
- Monash University
- The Royal Australian College of General Practitioners
- Charles Sturt University
- Health Writer Hub
- Healthcare Link
- Royal Australian and New Zealand College of Psychiatrists


<span style="color: red;">■</span> <b>Australia</b>	77%
<span style="color: brown;">■</span> <b>USA</b>	6%
<span style="color: orange;">■</span> <b>UK</b>	2%
<span style="color: orange;">■</span> <b>India</b>	2%
<span style="color: orange;">■</span> <b>Canada</b>	1%
<span style="color: purple;">■</span> <b>Other</b>	12%



<span style="color: green;">■</span> <b>Sydney</b>	27%
<span style="color: teal;">■</span> <b>Melbourne</b>	19%
<span style="color: blue;">■</span> <b>Brisbane</b>	12%
<span style="color: darkblue;">■</span> <b>Perth</b>	6%
<span style="color: darkpurple;">■</span> <b>Adelaide</b>	5%
<span style="color: purple;">■</span> <b>Canberra</b>	1%
<span style="color: pink;">■</span> <b>Gold Coast</b>	1%
<span style="color: darkred;">■</span> <b>Other</b>	29%

Contact us for your free discovery call and quote

 [advertising@myhealth.com.au](mailto:advertising@myhealth.com.au)

 0435 301 974

We look forward to working with you

# You Can Reach Our Audience By ...



**Display Ad**  
**From \$295/month**



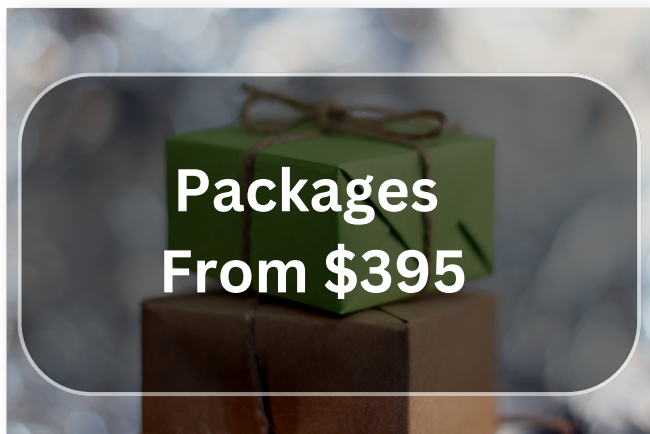
**Run of Site Banner**  
**From \$195/month**  
min 3 months



**Link Insertion**  
**\$195/link**



**Sponsored Post**  
**From \$195**



**Packages**  
**From \$395**



**Create Your Own**  
**\$POA**

# 1. Display Ads

Reach our full audience of over 20,000 unique visitors each month. Display ads appear on our home page and every other page of our website.

## Pricing and deadlines

POSITION A	POSITION B	POSITION C
\$ <b>495</b> per month	\$ <b>395</b> per month	\$ <b>295</b> per month

Rates are per month and include GST  
Ad & link to be received by MHC 2 weeks before campaign commences


## Required format and dimensions

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

Example of Display Ad on next page 

Contact us for your free discovery call and quote

 [advertising@myhealth.com.au](mailto:advertising@myhealth.com.au)

 0435 301 974

We look forward to working with you

## Example of Display Ad

### Internal B Page – Display Ads

#### Heading

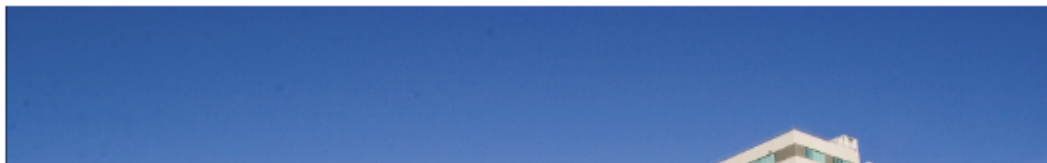
#### Sub Heading

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#### Run of site banner

Up to 728 x 200 px (Leaderboard 728 x 90 works well)

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#### Display Ad Position A

250 x 250 px  
\$495/month

#### Display Ad Position B

250 x 250 px  
\$395/month

#### Display Ad Position C

250 x 250 px  
\$295/month

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We look forward to working with you

# 2. Run of Site Banner

Perfect for when you have a particular course or profession you want to target, and often chosen by universities and professional colleges. Minimum run of site campaign is 3 consecutive months.

## Pricing and deadlines

Profession		
Medicine	Nursing or Physiotherapy	Dentistry, Dietetics, Occupational Therapy Pharmacy or Psychology
\$ <b>1,485</b> 3 months	\$ <b>1,185</b> 3 months	\$ <b>585</b> 3 months
\$ <b>2,970</b> 6 months	\$ <b>2,370</b> 6 months	\$ <b>1,170</b> 6 months
\$ <b>5,940</b> 12 months	\$ <b>4,740</b> 12 months	\$ <b>2,340</b> 12 months

Rates are for 3, 6, or 12 consecutive months and include GST  
Ad & link to be received by MHC 2 weeks before campaign commences

## Required format and dimensions

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

Example of Run of Site Banner on next page ➡

## Example of Run of Site Banner

### Internal B Page – Run of Site Banner

#### Heading

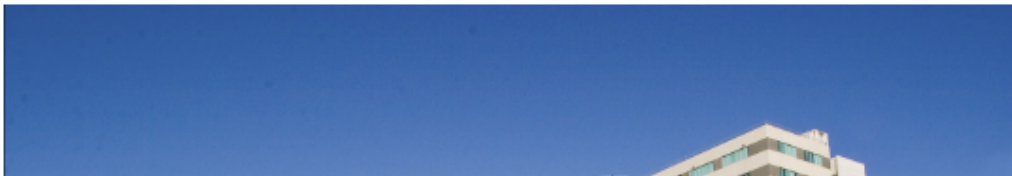
#### Sub Heading

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### Run of site banner

Up to 728 x 200 px (Leaderboard 728 x 90 works well)

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#### Display Ad Position A

250 x 250 px  
\$495/month

#### Display Ad Position B

250 x 250 px  
\$395/month

#### Display Ad Position B

250 x 250 px  
\$395/month

## Where will the run of site banner ads appear?

### Ad placement

Blog Post

Pathway infographic

Profession summary

Video page

### Example – Pharmacy

[Pharmacy\\_blog\\_posts](#)

[Pharmacy\\_infographic](#)

[Pharmacy\\_profession\\_summary](#)

[Pharmacy\\_video\\_page](#)



# 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

	Post Only	Post with Campaign
Inclusions	As per Sponsored Post Checklist on Media Kit page 12	As per Sponsored Post Checklist on Media Kit page 12
Campaign	Nil	EDM, Facebook, and Twitter
Benefits	Perfect for back linking	Contains back link, and will also reach MHC's 5,000+ followers
You supply article	\$ <b>195</b>	\$ <b>295</b>
MHC edits article	\$ <b>295</b>	\$ <b>395</b>
MHC writes article	\$ <b>395</b>	\$ <b>495</b>

Rates are per month and include GST

MHC editors reserve the right to refuse publishing posts for any reason.

Post including images, video, link, & keyword to be received by MHC 2 weeks prior to date of publishing.

Example of Sponsored Post on next page ➡

# Example of Sponsored Post



Display Ad  
Position A

250 x 250 px  
\$495/month

Your Image

Display Ad  
Position B

250 x 250 px  
\$495/month

## Sponsored post example Leaderboard sized banner

Uncategorized November 5, 2022

The students at **Your University/RTO Name** recently visited the XYZ Institute to be inspired by person ABC as part of their **Your University/RTO Course**. For more information about studying **Your Course** at **Your Institution**, [click here](#).

Display Ad  
Position C

250 x 250 px  
\$495/month

Your Link

## Banner Ad

Up to 728 x 200 px (Leaderboard 728 x 90 works well)

Banner  
Ad + Link

**Main article content paragraph one.** Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

**Main article content paragraph two.** Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

We can embed a video if you'd like.

**Join Us!  
Transform  
your career**

First Name  
Email

JOIN NOW

Claim your free  
subscription and  
connect with:

Your Video



- ✓ Practitioner wellbeing
- ✓ Interdisciplinary insights
- ✓ Career and business tips
- ✓ Industry advancements &

# 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

- You must supply at least 1 image per post. We recommend at least 2 images per post.
- If you do not supply a creative commons image or an image you have the rights to, a fee of \$50 will be payable
- One image needs to be the “featured image” approx. ratio 3 hori : 2 vert

## 4. Search Engine Optimisation

- We use Yoast SEO, and recommend that you provide:
  - Focus keyphrases of 3-4 words
  - Meta description of approximately 150 characters

## 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

**Contact us for your free discovery call and quote**

 [advertising@myhealth.com.au](mailto:advertising@myhealth.com.au)

 0435 301 974

We look forward to working with you



# 4. Link Insertion

My Health Career will generally set aside one post per month to be offered for back linking purposes, and will not insert an outgoing link into a post that was previously published for another client as a sponsored post.

## Pricing and deadlines

- \$195 (inc GST) for a single link inserted into a post
- MHC will work with you to suggest a suitable post for an outgoing link
- The link you would like to insert into a post must be received by MHC 2 weeks before published

**My Health Career**  
Explore your future health career!

Free Guide To 11 Professions   Pathways, Scholarships + More   Advertise   News   About + Contact ▾

**Sample Link Insertion into a Post**  
*The Health Industry November 5, 2022*

**Sub Heading**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

**Inserted Link**

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**Display Ad Position A**  
250 x 250 px  
\$495/month

**Display Ad Position B**  
250 x 250 px  
\$395/month

**Display Ad Position C**  
250 x 250 px  
\$295/month

# 5. Packages

A great option when you would like maximum exposure to our audience.

## Pricing and deadlines

### Run of Site Banner + Display

#### Package 1

Inclusions

Run of site banner + display

Duration

3 months

Savings

**5%**  
compared to standalone price

#### Package 2

Run of site banner + display

6 months

**10%**  
compared to standalone price

### Sponsored Post

#### Package 1

Inclusions

3 Posts only - you supply articles

Value

\$ **585**

Price

\$ **545**

#### Package 2

6 Posts only - you supply articles

\$ **1,185**

\$ **995**

Price includes GST

All materials to be received by MHC 2 weeks before publishing date

# 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

**Contact us for your free discovery call and quote**

✉ [advertising@myhealth.com.au](mailto:advertising@myhealth.com.au)

☎ 0435 301 974

We look forward to working with you

# 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 7 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

- Direct deposit:  
I'm Gonna Make It Pty Ltd T/A My Health Career  
Bankwest BSB 304-255  
Acct 0100627
- 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 reserves the right to decline any type of advertising with any prospective client for any reason, and accepts no liability for any loss incurred by the prospective client

**Contact us for your free discovery call and quote**

✉ [advertising@myhealth.com.au](mailto:advertising@myhealth.com.au)

☎ 0435 301 974

We look forward to working with you

# My Health Career's Advertising Team



**Loc  
Nguyen**

- My Health Career Advertising Manager
- The master of working with you for great advertising outcomes
- 20 years experience providing client services to a wide range of businesses
- Self-proclaimed geek who loves technology
- Qualified IT expert



**Amanda  
Griffiths**

- My Health Career Founder
- 15 years experience in clinical optometry across almost every state & territory in Australia
- Invited speaker on the topic of health careers for the Career Development Association of Australia (CDAA) and some of Queensland's most prestigious schools
- Project Advisor on Queensland Health's Choose Your Own Health Career website

**Contact us for your free discovery call and quote**

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☎ 0435 301 974

We look forward to working with you