

# JUTA MEDICAL BRIEF

AFRICA'S MEDICAL MEDIA DIGEST



**BLACK  
FRIDAY  
OFFER**

15 November to  
2 December 2024

**5**

**PLACEMENTS  
FOR THE PRICE OF 4!**

Ts & Cs apply.

## ADVERTISING RATE CARD 2024

*e-newsletter and website*



## About Medical Brief

**Medical Brief** has established itself as the pre-eminent source of curated information for the medical fraternity. The digital news service offers southern African health professionals a means to keep updated on the latest news and medico-legal developments, with access to research, commentary and analyses on issues related to the health sector, aggregated from respected publications in South Africa and around the world.



## ADVERTISING RATE CARD 2024

*e-newsletter and website*

### WHY ADVERTISE IN MEDICAL BRIEF?

Medical Brief circulates to almost 50,000 opted-in health professionals each week, of whom 37,000 are registered medical and dental practitioners in the state and private sectors.


Medical Brief also reaches allied medical professionals, senior public servants in provincial and national Departments of Health, executives at medical schemes and private hospitals, and other high value players in the medical, health, pharma and medico-legal sectors.

### ADVERTISING OPTIONS

All adverts will appear in the **e-newsletter** and on the **website**.

SIZE	MASTHEAD	TOP HEADER	FOOTER	MAIN BODY	SIDEBAR
Newsletter	468x98 pixels	500x174 pixels	750x174 pixels	500x174 pixels	220x161 pixels
Website	468x98 pixels	500x174 pixels	750x174 pixels	500x174 pixels	700x500 pixels

Rates (excl. VAT). Images: JPG, PNG or GIF

1 insertion	Contract total	R 10 187	R 8 859	R 6 297	R 5 575	R 5 018
3 insertions	Per insertion	R 9 166	R 7 971	R 5 667	R 5 018	R 4 516
	Contract total	R 27 499	R 23 912	R 17 002	R 15 055	R 13 548
 4 insertions (get the 5 <sup>th</sup> one FREE)	Per insertion	R 8 402	R 7 305	R 5 479	R 4 858	R 4 138
	Contract total	R 33 609	R 29 221	R 21 915	R 19 430	R 16 551
6 insertions	Per insertion	R 7 638	R 6 641	R 4 725	R 4 698	R 3 761
	Contract total	R 45 828	R 39 847	R 28 349	R 28 189	R 22 565
12 insertions	Per insertion	R 6 110	R 5 313	R 3 779	R 3 340	R 3 011
	Contract total	R 73 319	R 63 756	R 45 343	R 40 075	R 36 128



## ADVERTISING RATE CARD 2024

e-newsletter and website

Medical Brief - Gauteng Cabinet to meet over 'I am' letter about dire hospital conditions

[View it in your browser](#)

About Job Listings Advertising Login Profile Register Post a Job Contact Us Archive FOLLOW US ON TWITTER

AFRICA'S MEDICAL MEDIA DIGEST

## MASTHEAD

468 X 98 PIXELS

HOME FOCUS TALKING POINTS NEWS RESEARCH AFRICA PEOPLE GUIDELINES ARCHIVE

### TOP HEADER

500 X 174 PIXELS

### TOP HEADER

500 X 174 PIXELS

### NEWS UPDATE

### MAIN BODY

500 X 174 PIXELS

**Ramaphosa urges action to curb teen drinking after tavern tragedy**

President Cyril Ramaphosa has called on **South Africans** to do more to combat under-age drinking in the wake of the **Enyobeni** tavern tragedy in which 21 teenagers died.

[\[More\]](#)

**Estcourt Hospital staff lugging buckets from tankers for patients' baths**

Major water shortages in the area resulted in **Estcourt Hospital** staff in northern **KwaZulu-Natal** having to boil kettles of water in the kitchen which they then decanted into buckets to give patients a warm bath.

Issue No 410 - 7 July 2022

[SUBSCRIBE NOW](#)

### SIDEBAR

NEWSLETTER  
220 X 161 PIXELS

WEBSITE  
700 X 500 PIXELS

**Understanding the basic steps to obtaining informed consent**

This week we chat about informed consent. Taking the time to obtain proper informed consent is one of the most effective ways to avoid medico-legal challenges.

[\[More\]](#)

**EDITOR'S PICKS**

Photo: Pexels

**Acupuncture relieves chronic headache - Chinese randomised trial**

### FOOTER

750 X 174 PIXELS



## ADVERTISING RATE CARD 2024

e-newsletter and website

### SPONSORED EDITORIAL

#### Specifications

Image and editorial, linked to the full story

#### Image size

Newsletter: 242 x 173 pixels;

Website: 700 x 500 pixels

JPG, PNG or GIF

#### Rate (excl. VAT)

R 5 575 per placement

Buy 4, get the 5<sup>th</sup> one FREE



#### SPONSORED EDITORIAL

**NEWSLETTER**  
242 X 173 PIXELS

**WEBSITE**  
700 X 500 PIXELS

#### Moonlighting drains specialist care at state hospitals

At least a quarter of senior government doctors and specialists are abusing a dual-practice system allowed by the state, by working both jobs at the same time, causing "artificial shortages" at state hospitals.

Photo: iStock

[\[More\]](#)

### JOB ADVERT (a maximum of 3 placements available per newsletter)

#### Specifications

Your company logo and vacancy summary, linked to the full advertisement

#### Logo size

Newsletter/Website: 242 x 100 pixels

JPG, PNG or GIF

Buy 4, get the 5<sup>th</sup> one FREE



#### VACANCIES

**LOGO SIZE  
NEWSLETTER/  
WEBSITE**  
242 X 100 PIXELS

#### Moonlighting drains specialist care at state hospitals

At least a quarter of senior government doctors and specialists are abusing a dual-practice system allowed by the state, by working both jobs at the same time, causing "artificial shortages" at state hospitals.

Photo: iStock

[\[More\]](#)

Rates (excl. VAT).	1 insertion	2 insertions	3 insertions	4 insertions (get the 5th one FREE)
Per insertion	R 2 783	R 2 087	R 1 739	R 1 392
Contract total	R 2 783	R 4 175	R 5 218	R 5 566

### NEWS RELEASE

#### Specifications

Headline and link. No image

#### Rate (excl. VAT)

R 278 per placement

Buy 4, get the 5<sup>th</sup> one FREE



#### NEWS RELEASE

Latest hospital accreditations awarded by COHSASA





## ADVERTISING RATE CARD 2024

*e-newsletter and website*

### EDITORIAL COLUMN

#### Specifications

Top sidebar placement comprising image and summary, linked to the full editorial

#### Image size

Newsletter: 220 x 161 pixels;

Website: 700 x 500 pixels

JPG, PNG or GIF

#### Rate (excl. VAT)

R 10 102 per placement

Buy 4, get the 5<sup>th</sup> one FREE



The screenshot shows the JUTA Medical Brief website interface. At the top, there's a header with the logo and navigation links: HOME, FOCUS, TALKING POINTS, NEWS, RESEARCH AFRICA, PEOPLE, GUIDELINES, and ARCHIVE. Below the header, there's a featured article titled 'Are you RISKING YOUR CAREER?' with a photo of a woman. To the right, there's a sidebar with a 'SUBSCRIBE NOW' button and a section titled 'ETHICAL COLUMN' with a link to 'Understanding the basic steps to obtaining informed consent'. At the bottom, there's a section titled 'FOCUS: MEDICAL PRACTICE' with a link to 'Access interactive evidence-based clinical pathways to provide more personalized care with UpToDate'.

### CLASSIFIED

#### Specifications

Text advertisement

#### Rate (excl. VAT)

R 170 per 50 words

Buy 4, get the 5<sup>th</sup> one FREE



#### CLASSIFIED

##### Ultrasound machine for Sale

Midray Z50 ultrasound machine with abdominal and vaginal probes for sale. Less than 2 years old and still under warranty. Owner retiring.

### CUSTOM GRAPHIC DESIGN SERVICE

Our Medical Brief Graphic Design Service is tailored for your advertising needs. Our team is dedicated to crafting unique and impactful designs that seamlessly integrate with your digital strategy.

**Specifications:** Newsletter and Website creatives

**Rate per creative (excl. VAT):** R830.00

**Includes:** 1 x stock image

**Client to supply:** Please supply copy, high resolution logo and your Corporate/Brand identity guide.



## ADVERTISING BOOKING FORM

Return your completed booking form to: [advertising@medicalbrief.co.za](mailto:advertising@medicalbrief.co.za)

### CUSTOMER INFORMATION

Name & Surname	<input type="text"/>		
Title	<input type="text"/>	Juta Account No (if applicable)	<input type="text"/>
Company	<input type="text"/>	Designation	<input type="text"/>
Co Reg./ID no.	<input type="text"/>	VAT Reg. No.	<input type="text"/>
Postal Address	<input type="text"/>		
	<input type="text"/>	Code	<input type="text"/>
Physical Address	<input type="text"/>		
	<input type="text"/>	Code	<input type="text"/>
Tel.	<input type="text"/>		
Email:	<input type="text"/>		
Purchase Order No.	<input type="text"/>		

### ADVERTISEMENT OPTIONS (All adverts will appear in the e-newsletter and on the website)

Advertisement type	Number of placements (Buy 4, get the 5 <sup>th</sup> one FREE!)		Date/s of placement/s
<input type="checkbox"/> Masthead	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="checkbox"/> Top Header	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="checkbox"/> Footer	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="checkbox"/> Main Body	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="checkbox"/> Sidebar	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="checkbox"/> Sponsored Editorial	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="checkbox"/> Job Advert	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="checkbox"/> News Release	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="checkbox"/> Editorial Column	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="checkbox"/> Classified	<input type="text"/>	<input type="text"/>	<input type="text"/>

## PAYMENT OPTIONS (please select your payment option and complete all the required fields)

### PAYMENT OPTION 1

☐ Upfront EFT on proforma invoice (applicable to once-off placements)

### PAYMENT OPTION 2

☐ Please debit my credit card account number

Visa  Master  Expiry  CSV Code

### PAYMENT OPTION 3

☐ Please debit my Juta account number

☐ I/ We wish to open a Juta account ☐ My company/institution will pay ☐ I will pay

NOTE: A Juta account will be opened for new customers subject to standard credit reference checks and approvals. In the event of non-payment, the account holder will be responsible for collection and legal costs incurred.

### PAYMENT OPTION 4

☐ I would like to take advantage of the 6/12 month interest-free debit order plan

Bank

Branch

Branch No

Account No

Type: Cheque ☐ Savings ☐ Transmission ☐

I/We hereby authorise Juta and Company to draw against my/our account with the above-mentioned bank for any other bank or branch to which I/we may transfer my/our account.

Commencing on the 1st day of the month following date of invoice ☐ 6 months ☐ 12 months

We, the advertiser, hereby confirm that the above placement instructions are correct. We accept the above terms and conditions and acknowledge that any alteration to this contract shall have no validity or effect unless agreed to in writing, and signed by both the advertiser and Juta & Company.

Signed on behalf of the **Advertiser:**

Signature:

Date:

Full Name:

Capacity:

Signed on behalf of **Juta Medical Brief:**

Signature:

Date:

Full Name:

Capacity: