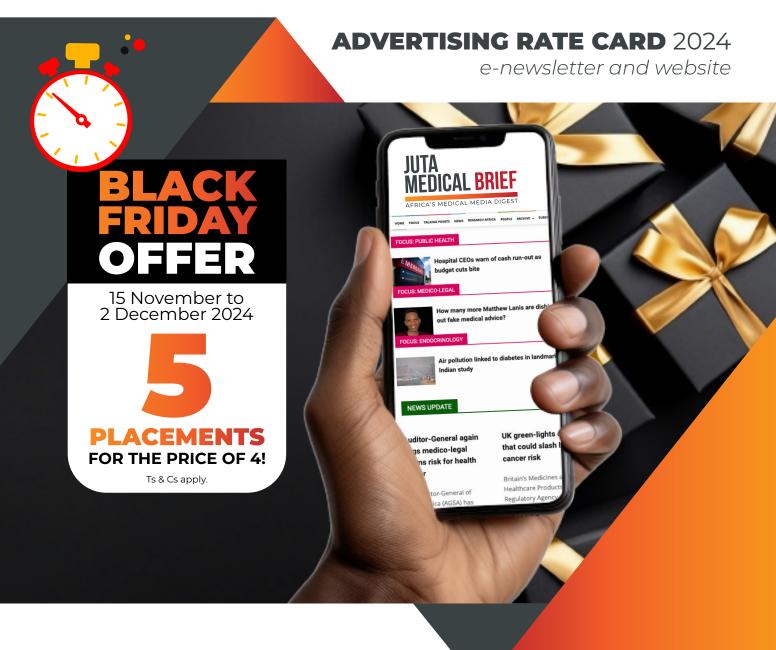


AFRICA'S MEDICAL MEDIA DIGEST



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.





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

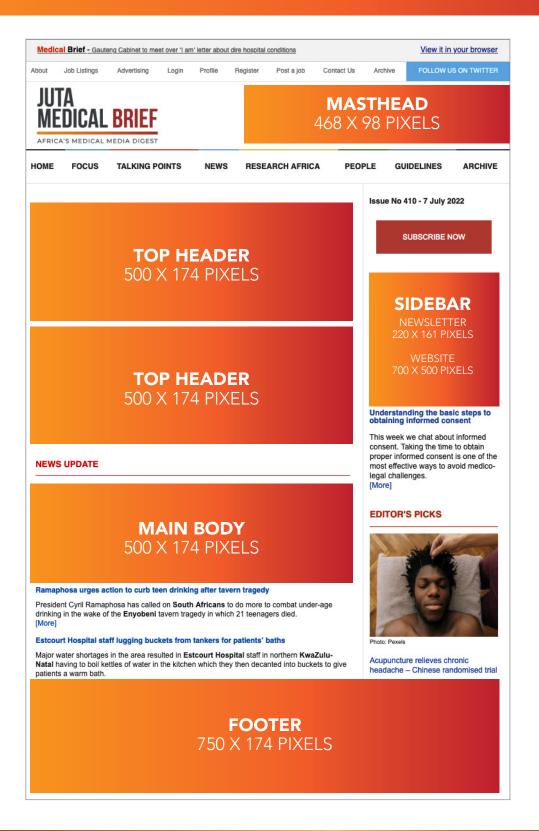
Rates (excl. VAT). Images: JPG, PNG or GIF

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
	Per insertion	R 8 402	R 7 305	R 5 479	R 4 858	R4 138
4 insertions (get the 5 th one FREE)	Contract total	R 33 609	R 29 221	R 21 915	R 19 430	R 16 551
C in continue	Per insertion	R 7 638	R 6 641	R 4 725	R 4 698	R3 761
6 insertions	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	R3 779	R 3 340	R 3 011
	Contract total	R 73 319	R 63 756	R 45 343	R 40 075	R 36 128





e-newsletter and website







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 5th one FREE



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 dualpractice 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



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 dualpractice 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 5th one FREE 🌔

NEWS RELEASE

Latest hospital accreditations awarded by COHSASA



www.medicalbrief.co.za



e-newsletter and website

EDITORIAL COLUMN

Specifications

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

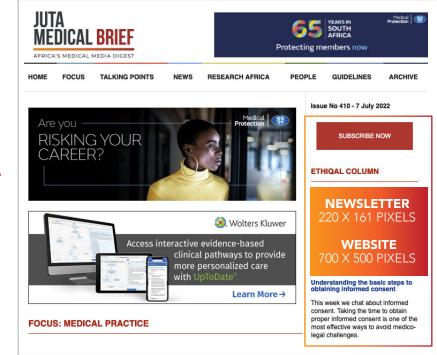
Image size

Newsletter: 220 x 161 pixels; Website: 700 x 500 pixels JPG, PNG or GIF

Rate (excl. VAT)

R 10 102 per placement





CLASSIFIED

Specifications Text advertisement

Rate (excl. VAT) R 170 per 50 words



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.



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JUTA Medical Brief



AFRICA'S MEDICAL MEDIA DIGEST

ADVERTISING BOOKING FORM

Return your completed booking form to: advertising@medicalbrief.co.za

CUSTOMER INFORMATION

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

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

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



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

PAYME	NT OPTION 1
Upfront	EFT on proforma invoice (applicable to once-off placements)
PAYME	NT OPTION 2
Please de	ebit my credit card account number
Visa	Master Expiry CSV Code
PAYME	NT OPTION 3 NOTE: A Juta account will be opened fo new customers subject to standard credi reference checks and approvals. In the even
Please de	ebit my Juta account number
I/ We wis	sh to open a Juta account My company/institution will pay I will pay
PAYME	NT OPTION 4
I would li	ike 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 o	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:	Signed on behalf of Juta Medical Brief:
Signature:	Signature:
Date:	Date:
Full Name:	Full Name:
Capacity:	Capacity:

