



# **INSIGHT**

AUSTRALIA'S LEADING OPHTHALMIC MAGAZINE SINCE 1975

# ABOUT US

*Insight* has been the leading publication for the ophthalmic professions since 1975. This longevity is due to our determination to consistently deliver accurate and independent news and commentary.

More than any other ophthalmic publication, the magazine has a reputation for challenging readers through intelligent reporting and analysis, in a traditional news magazine style. There is no bias or affiliations; *Insight* is completely independent.

In an increasingly busy world the magazine, coupled with *Insight's* website, have become the recognised 'hub' for delivering in-depth, quality news designed for today's eye-care professionals and company executives.

## STAND OUT FROM THE CROWD

If your business needs to reach the key decision makers in the ophthalmic world, then *Insight* should be your preferred marketing medium.

While readership is a key factor so is the importance of a marketer's message being seen; compare for yourself how advertising campaigns in *Insight* stand-out far more than in other publications.

So, while more ophthalmic professionals read *Insight* than other industry publications, your advertising campaign will not get lost or overlooked.

You only need look to [insightnews.com.au](http://insightnews.com.au) to witness first-hand why it's important to ensure your marketing message reaches both print and digital readers in a combined and cohesive way.

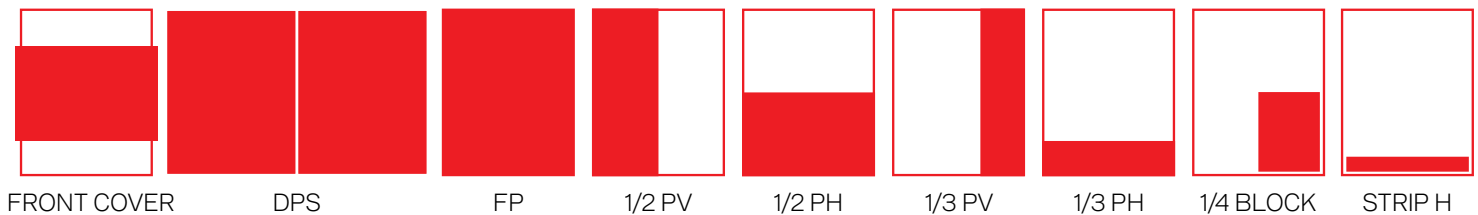
And if this doesn't make you feel your marketing dollar is working hard for you, the fact these ophthalmic professionals spend more time reading *Insight* and read it more regularly will offer confidence that your advertising is seen by more people.



# MATERIAL SPECS

SPACE	TRIM SIZE (MM) W X H	TYPE SIZE (MM) W X H	BLEED SIZE (MM) W X H
Front Cover	235 x 190	215 x 190	241 x 190
Double Page Spread	470 x 297	440 x 267	476 x 303
Full Page	235 x 297	205 x 267	241 x 303
1/2 vertical	113 x 297	98 x 267	116 x 303
1/2 horizontal	235 x 144	205 x 129	241 x 150
1/3 vertical	74 x 297	59 x 267	80 x 303
1/3 horizontal	235 x 94.5	205 x 79.5	241 x 100.5
1/4 block	N/A	98 x 129	N/A
Strip horizontal	N/A	210 x 45	N/A

**NOTE: For all TRIM sized advertisements add 3mm bleed when producing the final PDF file. All material must be supplied with trim marks.**



## TECHNICAL REQUIREMENTS

### GUNNAMATTA MEDIA ACCEPTS ONLY HIGH RESOLUTION PDF FILES.

Trim marks must appear on all ads with a minimum of 3mm bleed on each edge.

### ELECTRONIC FILE SUBMISSION

VIA EMAIL [art@gunnamattamedia.com](mailto:art@gunnamattamedia.com)

Please advise which publication and issue the supplied artwork is for.

If files are too large to email we suggest you use Dropbox.

## UNACCEPTABLE FORMATS / PDFS CREATED FORMS

- Corel Draw
  - Microsoft Excel
  - Microsoft Word
  - Publisher
  - Power Point
  - PDF's by PDF Maker
- All artwork MUST be four colour ONLY.  
No Pantone, INDEX, RGB, LAB colours.

Trim Size advertisements MUST have 3mm bleed added to the size of the document and registration marks.

## PROOFS

Gunnamatta Media, will not be held responsible for colour matching, material integrity or finished print quality without having been provided with suitable accompanying proofs of that same advertising material.

## MATERIAL TRANSPORT/DELIVERY

Clearly mark which publication and issue the supplied artwork is for.

Gunnamatta Media Pty Ltd  
Locked Bag 26 South Melbourne  
Victoria 3205 Australia

## IMPORTANT INFORMATION

1. Gunnamatta Media will accept no responsibility for material that is received after deadline.
2. All advertisements must be completed in accordance with Gunnamatta Production Specifications.
3. Changes to complete material will not be made at Gunnamatta

4. All corrections, literals and authors are the responsibility of the advertiser/agency prior to submission.
5. Film will not be accepted.
6. The publisher reserves the right to refuse any advertisement.

Insight is published by;

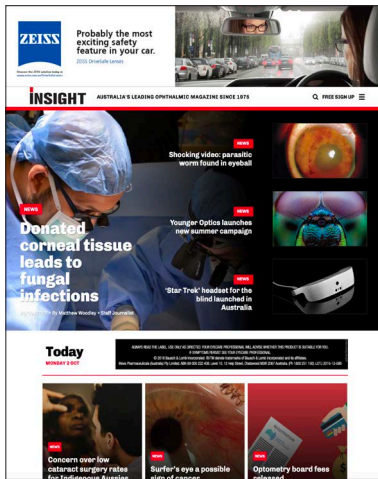
**GUNNAMATTA** GUNNAMATTA MEDIA PTY LTD.  
558 CITY ROAD, SOUTH MELBOURNE VIC 3205 AUSTRALIA

Telephone +61 (3) 9696 7200 | [www.insightnews.com.au](http://www.insightnews.com.au)

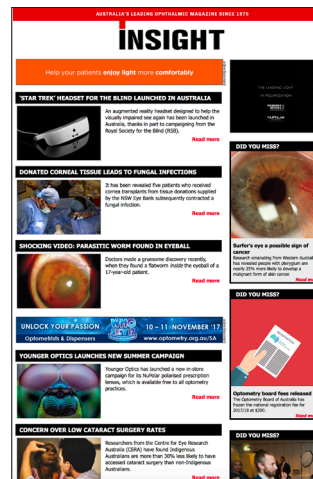
Publisher: Coleby Nicholson - [coleby.nicholson@gunnamattamedia.com](mailto:coleby.nicholson@gunnamattamedia.com)

Production Manager: Jo De Bono - [art@gunnamattamedia.com](mailto:art@gunnamattamedia.com)

# DIGITAL RATES



WEBSITE



WEEKLY NEWSLETTER

WEBSITE	SIZE
Billboard - Homepage	1400 X 280px
Large Leaderboard	970 X 90px
Standard Leaderboard	728 X 90px
Large Skyscraper	300 X 600px
Rectangle	336 X 280px

Randomised - Ads refresh with each page load - see below

NEWSLETTER	SIZE
Large Skyscraper	300 X 600px
Standard Leaderboard	728 X 90px
Rectangle	336 X 280px

- All dimensions are width x height in pixels.
- Newsletter Ads are scheduled in advance

NOTE: All rates are quoted in AUD and do not include GST.

## ELECTRONIC FILE SUBMISSION CRITERIA

- Material should be suitable web resolution at minimum 72dpi
- General file size should be under 300kb. PNG, JPEG and GIF files accepted.
- Moving GIF files accepted under limited terms and conditions.

## FREQUENTLY ASKED QUESTIONS:

### Homepage Billboard

In addition to the above dimensions, Insight's digital platform offers a high-visibility Billboard that sits above our Homepage menu bar and news carousel.

At 1400 X 280px, it is ideal for product launches and major campaigns that command attention and visibility.

### What is the placement or location of the various sizes?

**Website ads** are served randomly with each page refresh throughout the homepage and article pages.

While **Newsletter ads** are scheduled weekly on a once-off basis.

Unless otherwise advised of a specific booking date, the publisher will schedule Newsletter advertisements. If your advertising campaign requires specific date, please advise at time of booking for prompt scheduling.

**IMPORTANT:** All material should be accompanied by a specific URL to the external linked page. If not supplied the link will be given to the homepage of the advertiser's website.

### Do we accept GIF files?

Yes, rotating GIF ads are acceptable and must be supplied to the dimensions specified above. All files must be under 300kb and your file should be setup to 'loop' so that it does not stop at the end of the rotation.

**IMPORTANT:** Please note that certain browsers and mail clients do not always load moving GIF. As a result, we recommend that the first moving frame in your ad always contains the most important information.

### What is the material deadline?

Generally, website campaigns start on the first of the month and run for 30 days. Material is required by the 21st of the month prior e.g. 21 May for June campaign.

### What is the deadline for updating material with new ads?

New material can be supplied for an on-going campaign at anytime throughout the booked period. As soon as the new material is supplied, it will be uploaded immediately in place of existing material, unless advised otherwise.

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