



# **CRITICAL CARE**

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## **AND RESUSCITATION**

### **MEDIA KIT**

Critical Care and Resuscitation (CC&R) is the official scientific journal of the College of Intensive Care Medicine (CICM). The Journal is a quarterly publication (ISSN 2652-9335) with original articles of scientific and clinical interest in the specialities of Critical Care, Intensive Care, Anaesthesia, Emergency Medicine and related disciplines.

Running for over 21 years the Journal is received by all Intensive Care specialists and trainees in Australia and New Zealand, along with an increasing number of subscribers from around the world.



## **Contact**

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# 2021-2022

**Flat rate \$2970<sub>(inc GST)</sub> per advertisement for each Journal.**

\*Order 4 consecutive ads for a 20% discount.

## DIGITAL SPECIFICATIONS

- The CCR Journal offers only one type of advertisement - Full Banner (see image below)
- The Banner advertisement will be placed within an article, with each article containing a maximum of two advertisements.
- Your advertisement will stay on that article within the specific Journal for its lifetime.
- Placements will operate on a first in first place system.
- All advertisements submitted to the CCR Journal will be subject to editorial approval and advertisers must comply with all laws and regulations.
- CCR reserves the right to refuse to publish any advertisement given for the CCR Journal.

## Image Size

**Desktop** (pixels)

**Dimensions:** 1045 (w) X 200 (h)



**Mobile** (pixels)

**Dimensions:** 345 (w) X 100 (h)



## Format

- Advertisements **MUST** be supplied in both Desktop and Mobile dimensions for best quality outcome.
- All material **MUST** be supplied with a click through URL or a PDF for attachment.
- All advertisements **MUST** be supplied with an Alt text for the image.
- Preferred format: GIF or JPG with maximum file size of 200 KB.
- Animation and looping permitted. Maximum animation length per frame of 10 seconds.

## Note

The Critical Care and Resuscitation team understand that for legal/ethical reasons particular medical product advertisements cannot be marketed towards the general public. We will be accommodating this by placing those types of advertisements within the login only access area which our members & paid external subscribers can view for 3 months. Once the 3 months have expired the advertisement will be removed before the edition goes live to the general public for free.

## Publication Dates

### 2021 Publication Dates

March 2021

June 2021

September 2021

December 2021

### 2021 Artwork / Advertising Deadlines

Friday 12th February 2021

Friday 7th May 2021

Friday 6th August 2021

Friday 12th November 2021

## The Process

1

Double Check the Artwork Deadlines.

2

Create Your Artwork to the Specifications Listed Above.

3

[Click this link](#) to fill out our online form, pay and upload your artwork - you will receive a confirmation email about your advertisement.

4

Would like to submit your advertisement via email? No worries!

Please email [ccr-admin@cicm.org.au](mailto:ccr-admin@cicm.org.au) with:

- The Artwork.
- The URL or PDF click through and the Alternative Text for hover over.
- What issue and how many issues you would like it advertised in.
- Who the invoice is sent to and any relevant invoice details.

5

Once the Journal has been released, we will send a screen shot of your advertisement live on the site. Otherwise a subscription can be purchased at a discounted rate.