AusDoc. **AD SPECS 2025**

Issued: May 2025

SPECIFICATIONS

Digital: Specifications

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E-NEWSLETTER
- All material must be supplied with a click through URL.
- Files must be supplied as either.JPG or GIF
- Max 150kb file size.
- Creative tags cannot be used in e-newsletters.

Note:
Outlook 2007 and newer versions of Outlook do
not currently support.gif animations. We suggest that all
important information/call to action is included in the first
frame of your image as a percentage of readers will only be
able to see this frame in outlook. Alternatively, you may
provide a static advert for E-newsletter placements.

WEBSITE
- GIF, JPG, HTML5 or third-party ad tags
- (flash files no longer supported).
- All material must be supplied with a click through URL
  (except for creative ad tags).
- Max 150kb file size.
- No more than 4 rotations recommended for animations.
- Animation length-15 seconds max.
- No more than two different creatives will be uploaded per
  month.

MOBILE INTERSCROLLER
Interscroller is a Celtra exclusive providing an inline, in-feed
interstitial ad and a "friendly" way to display full-screen
interstitial creative. Format can only be 3rd party created and
served by Celtra please contact eve.allen@adg.com.au for
more information.

INLINE VIDEO
Please contact our campaign manager for details at
eve.allen@adg.com.au

HTML5 DELIVERABLES
When supplying HTML5 files, in addition please always supply
a backup image (JPG, PNG, GIF) of the same dimensions to
cater for devices that may not support HTML5.

LEAD TIMES
A five-business day lead time is required for standard banners with an additional
two days for rich media implementations.

PI MATERIAL AND CLICKTHROUGHS
All online pharmaceutical advertising must include a clickthrough to a Pl. This can
be supplied as either a web address or a PDF of the Pl which is hosted on our
server. On the e-newsletter and website advertising there can only be one
clickthrough per ad.

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Digital: Display Sizes

WEB SIZES

E-NEWSLETTER SIZES

Access.PLUS: *Specifications and requirements*

1. **Copy document:** Please provide 1 copy doc (.docx) per page including hooks, page copy, mandatories, PBS box, links etc. Copy doc must also include positional videos/images, CTAs and any comments for us to consider (e.g. Headline, sub-heading etc).

   a) **Page headline:** 7-10 words. *Please don't include references or superscripts in the header.*

   b) **Hooks:** suggest 6-8 different hooks to start. Keep to <60 characters, including spaces (7-10 words)

   c) **Virtual services:** 3-5 word CTA to request a rep/sample/click-out/download etc.

   d) **Email ID** and **privacy policy** for lead gen forms: Please share a central email ID where all leads are to be sent. Privacy policy/statement URL can be added in the form for GPs to consent providing details to the client

   e) **All URLs** (if linking content to company/brand website)

2. **Hi-res brand logo** in PNG with transparent background minimum 300 px wide (700 px ideal)

3. **Thumbnail image to use for hooks:** Please share 1 image as PNG: minimum 700 px wide

4. **Any other images** used within article (e.g. graphs, product shots, lifestyle images etc.): PNG, JPG or GIF minimum 1024 px wide

5. **Videos:** Please supply as separate video files for us to host on our site (recommended video length < 2 minutes. Shorter videos have better engagement rates)

6. Any **additional resources** e.g. PDFs

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AusDoc **Solus eDM:** Specifications and requirements

eDM SUPPLIED AS HTML

- Width: 600px
- Depth: no limit
- Ensure design is responsive and renders well across desktop and mobile devices
- Externally served HTML/ad tags must be SSL-compliant. They must be served over HTTPS
- All image references within the HTML should be hosted and not referenced locally (we are unable to host)
- Provide the following information together with your HTML file:

- Subject line (maximum 5 words or 50 characters)
- Preheader text
- Name of sender: Appears as:
- AusDoc on behalf of [brand or company.
- Email address of recipients to receive the test version

LEAD TIMES

- A 10-business day lead time is required for HTML
- One round of changes will be accommodated. Additional rounds of approval may incur charges)

ADDITIONAL REQUIREMENTS

Inclusion of ADG Header and Footer in supplied HTML file. These are supplied separately by ADG.

HEADER

Not interested in hearing from *AusDoc* about these products? Unsubscribe

FOOTER

Print: Specification

adg adheres to the 20AP recommendations for preparation and proofing it is the responsibility of the cent agency creating the advertising material to supply PDF files according to these specifications. Artwork must be delivered on time to ensure the appropriate production checks can be made.

SUPPLYING ARTWORK
All final artwork must be supplied in high-res PDF format with 5mm bleed and visible crop marks. Ad material sent via email or other web applications may not be checked and no responsibility will be accepted by adg for reproduction errors

THINGS TO KNOW ABOUT INSERTS
- Loose onserts are placed outside the publication under the carrier sheet.
- Fixed inserts that cannot be mechanically bound may carry additional production fees, for example bookmarks, post-it notes, bellybands and other tip-on items, contact us to quote your creative execution
- Delivery deadlines for inserts are ten days prior to the issue date. Contact Production for delivery details.
- Quantity: Clients must supply 20,000 units (per is to fulfil a 'Full Run'.

- **Print quotes**: Clients can supply their own inserts or contact Production for a print quote. Printing and fulfilment is in addition to insert media fees.
- **Specifications**: Contact Production for all insert and onsert specifications, we can accommodate various sizes and creative executions.
- **Cover executions:** adg will manage the printing for all cover executions and may be subject to internal sign-off
- **Weight restrictions** apply to inserts, if in doubt send a sample to confirm final costs.
- **Folded inserts/onsets**: The leading edge (folded side) of any insert/onsert must be on the long side, not the short side, if in doubt send a sample to confirm final costs.

For more information, please contact

eve.allen@adg.com.au

DESIGNER CHECKLIST
- Ensure artwork is set up according to the trim specifications of your booking
- Do not supply black in 4 colour. Total ink weight must not exceed 280% Black backgrounds or large areas of black should be supplied as 'true black which is 100% black(K) and 70% cyan (C)
- Fine black text should be supplied as 100% black (K) only, minimum point size is 5pt for solid type
- Double page spreads must be supplied as separate left- and right-hand pages
- Ensure all colours are converted to CMYK
- Images must have an effective resolution of at least 150dpi. 300dpi is recommended
- All fonts must be outlined
- All images must be correctly linked in your working document prior to export
- Ensure type is within specified type area
- Due to unavoidable trimming irregularities, we recommend you do not use borders on your design, if using borders ensure they are at least 5mm inside the trim area
- .5mm bleed is required on all sides
- Visible crop marks must be included on the final high-res PDF, offset from the bleed area.

Print: Size

STANDARD

Banner 260 x 60mm

1/3 Page V 80 x 375mm
1/3 Page H 260 x 133mm

A4 210 x 273mm

1/2 Page V 125 x 375mm
1/2 Page H 260 x 193mm

Full Page 280 x 400mm

ENHANCED

1/3 Double page spread 540 x 133mm

A4 Double page spread 433 x 273mm

1/2 Double page spread 540 x 193mm

Double page spread 560 x 400mm

PREMIUM

COVER EXECUTIONS
1/2 Front Cover Wrap
4pp (packaged with OBC)

STANDARD SIZES	TRIM SIZE (WXH)
Banner	260x60mm
1/3 page (Horizontal or Vertical)	260x133mm (Horizontal) or 80 x 375mm (Vertical)
A4 or 1/2 Page (Horizontal or Vertical)	210 x 273mm (1/2 Page) 260 X 193mm (Horizontal) 125 375mm (Vertical)
Full page*	280 x400mm

ENHANCED SIZES	TRIM SIZE (WXH)
1/3 Double Page Spread (DPS)	540x133mm
A4 DPS or 1/2 page DPS	433x273mm (A4 DPS) 540x193mm (1/2 DPS)
Full page DPS	560 x400mm

PREMIUM SIZES	TRIM SIZE (WXH)
Outside Front Cover banner	260 x 60mm
Outside Back Cover (OBC)	280 x 400mm
Cover Wrap (includes OBC)	On request
Special Executions	On request

PLEASE NOTE:
- +5mm bleed area to be included on all artwork
- *These sizes require a 5mm type area

For complete print specifications, click here

RATES
All rates quoted are net. 10% GST will be charged on invoice. 10% Agency discount applies

ADVERTORIALS
Advertorials are charged at the same rate as general advertisements. Please contact Production for advertorial guidelines. Advertorials must be emailed to Production at least one week prior to material deadline for Editorial approval.

BOOKING TERMS AND CONDITIONS
Booking terms and conditions: If the total cost of your campaign is based on a predetermined volume/number of insertions, and you cancel any issues revert your campaign, your per issue rate will revert to the casual rate per issue as determined by the current rate card/ official media kit.

Bookings cancelled in writing within 6 weeks of the date of insertion will be 100% of the agreed cost of your campaign. You may substitute the date of insertion with another brand. Cancellations communicated in writing 12 weeks prior to your scheduled issue date will incur a 50% fee of the agreed insertion cost. Cancellations communicated in writing 18 weeks prior to your scheduled issue date will incur a 25% fee of the agreed insertion cost.

A late material charge may be applicable for online bookings and the Australian Doctor Group reserve the right to charge if material not supplied 1 week prior to go live date.

For a comprehensive copy of The Australian Doctor Group full terms and conditions please go to:
adg.com.au/terms-conditions

CONTACT US

ADDRESS
Level 12, 117 York Street
Sydney NSW 2000

PHONE
1300 360 126

WEBSITE
www.adg.com.au

SALES
Contact your Account Manager
02 8484 0666, or email
sales@adg.com.au

SCAN TO GET IN TOUCH

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