



***AusDoc. MEDIA KIT 2026***  
***SPECIFICATIONS ONLY***

**Australian Doctor.**   **AusDoc.**   **Australian Specialist.**

Issued: OCTOBER 2025

# Digital Media: Standard & Specialist Specifications

## Website and eNewsletter

Leaderboard

MREC

Tower

### Asset

### Dimensions

|                    |                      |
|--------------------|----------------------|
| Mobile Leaderboard | 320w x 50h (pixels)  |
| Leaderboard        | 728w x 90h (pixels)  |
| Super Leaderboard  | 970w x 90h (pixels)  |
| MREC               | 300w x 250h (pixels) |
| Tower              | 300w x 600h (pixels) |

### CREATIVE RECOMMENDATIONS

- Max 4 rotations recommended for animations with each frame 3-4 seconds
- Infinite loop advised
- *We suggest that all important information/call to action is on the first frame of the animation*

### LEAD TIMES

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



Download full specifications here:

### Checklist

|                          |                                                                                                                                                                             |
|--------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> | Assets can be supplied as .GIF, .JPG, Third-party tags or HTML5                                                                                                             |
| <input type="checkbox"/> | If supplying as HTML5 or Third-party tags, please supply a backup .GIF or .JPG for newsletters ( <i>Third-party tags &amp; HTML5 are <u>only</u> supported on website</i> ) |
| <input type="checkbox"/> | Supply with one clickthrough URL if supplying as .GIF or .JPG                                                                                                               |
| <input type="checkbox"/> | Supply the URL separately, do not embed the URL ( <i>can be UTM code so clicks are trackable</i> )                                                                          |
| <input type="checkbox"/> | Can have multiple click outs if supplied as HTML5 ( <i>click tags to be added in the supplied file by the developer</i> )                                                   |
| <input type="checkbox"/> | Colour must be RGB, recommended resolution 72dpi, maximum file size of 150kb                                                                                                |

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# Digital Media: Specifications

Display sizes & placement examples

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## WEB SIZES



## E-NEWSLETTER SIZES



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# Digital Media: Specifications

## Branded Content Checklist (including Access.PLUS)

| Mandatory | Item                                     |                          | Description                                                                                                                                                                                                                                                                                                      |
|-----------|------------------------------------------|--------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Yes       | Copy document                            | <input type="checkbox"/> | Please complete 1 copy doc per promoted content page including hooks, page copy, mandatories, links etc. Copy doc must also include positional videos/images, CTA buttons etc. and any comments for us to consider (e.g. Headline, sub-heading etc.).<br><i>Note: We do not require a mock-up of the content</i> |
| Yes       | Headline                                 | <input type="checkbox"/> | 7-10 words. Please don't include references or superscripts in the header.                                                                                                                                                                                                                                       |
| Yes       | Hooks                                    | <input type="checkbox"/> | 6-8 hook options to drive traffic to landing page. 7-10 words. Please don't include references or superscripts in the hooks.                                                                                                                                                                                     |
| Optional  | Hi-res brand logo                        | <input type="checkbox"/> | Supplied as PNG with transparent background minimum 300 px wide (700 px ideal). To be supplied as JPEG or PNG.                                                                                                                                                                                                   |
| Optional  | Any content images                       | <input type="checkbox"/> | Any images used within article (e.g. graphs, product shots, lifestyle images etc.): to be supplied as PNG, JPG or GIF minimum 1024 pix wide.                                                                                                                                                                     |
| Optional  | Videos                                   | <input type="checkbox"/> | Please supply as separate video files for us to host on our site (recommended video length < 2 minutes. Shorter videos have better engagement rates). Please supply as MP4.                                                                                                                                      |
| Optional  | Virtual services (CTAs)                  | <input type="checkbox"/> | 3-5 word CTA to request a rep/sample/click-out/download etc.                                                                                                                                                                                                                                                     |
| Optional  | Email ID & privacy policy (for lead gen) | <input type="checkbox"/> | Please share a central email ID where all ADG leads are to be sent. Privacy policy/statement URL can be added in the form for GPs to consent providing details to the client.                                                                                                                                    |
| Optional  | All URLs                                 | <input type="checkbox"/> | Supply all URLs (if linking content to company/brand website).                                                                                                                                                                                                                                                   |

# AusDoc Solus eDM

## Specifications and Requirements

| General Checklist        |                                                                                                |
|--------------------------|------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> | Supplied as HTML                                                                               |
| <input type="checkbox"/> | All images within the HTML should be hosted and not referenced locally (we are unable to host) |
| <input type="checkbox"/> | Width: 600px, depth: no limit                                                                  |
| <input type="checkbox"/> | Ensure design is responsive and renders well across desktop and mobile devices                 |
| <input type="checkbox"/> | Externally served HTML / ad tags must be SSL-compliant. They must be served over HTTPS         |

| Checklist: please supply to AusDoc |                                                         |
|------------------------------------|---------------------------------------------------------|
| <input type="checkbox"/>           | HTML creative                                           |
| <input type="checkbox"/>           | Subject line                                            |
| <input type="checkbox"/>           | Preheader text                                          |
| <input type="checkbox"/>           | Email address of recipients to receive the test version |

**Please note:** One round of changes will be accommodated. Additional rounds of revision and approvals may incur additional charges.

### Additional Requirements:

**A 10-business day lead time is required for HTML.**

A sample test will sent to client for approval prior to scheduled

Please add our ADG header and footer in supplied HTML file. These are supplied separately by AusDoc.

#### Header:

Not interested in hearing from AusDoc about these products? [Unsubscribe](#).

#### Footer:

**AusDoc.**  
Connect. Collaborate. Grow.

Lvl 12, 117 York Street, Sydney, NSW 2000.  
Email [customerservice@adg.com.au](mailto:customerservice@adg.com.au) or call (02) 8484 0666.

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# Australian Doctor magazine 2026 print schedule

Australian  
**Doctor.**

## Publication Date

13<sup>th</sup> Feb

13<sup>th</sup> March

10<sup>th</sup> April

15<sup>th</sup> May

19<sup>th</sup> June

17<sup>th</sup> July

14<sup>th</sup> August

11<sup>th</sup> September

9<sup>th</sup> October

13<sup>th</sup> November

11<sup>th</sup> December



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# Print: Specifications

## General Print Design Mandatories

|                          |                                                                                           |                          |                                                                                 |
|--------------------------|-------------------------------------------------------------------------------------------|--------------------------|---------------------------------------------------------------------------------|
| <input type="checkbox"/> | Supply all files as high-resolution PDFs with trim marks and 5mm bleed on all sides       | <input type="checkbox"/> | Type area should be minimum 10mm within the trim                                |
| <input type="checkbox"/> | Total ink weight does not exceed 280% with 90% black maximum                              | <input type="checkbox"/> | Postscript fonts or outline fonts should be used. All fonts should be embedded  |
| <input type="checkbox"/> | Fine black text supplied as 100% black (K) only, minimum point size is 5pt for solid type | <input type="checkbox"/> | All images correctly linked in working document prior to export                 |
| <input type="checkbox"/> | Double page spreads supplied as separate left- and right-hand pages (2 separate files)    | <input type="checkbox"/> | All colours are converted to CMYK (including all spot, RGB and Pantone colours) |
| <input type="checkbox"/> | Images have effective resolution of 300dpi                                                | <input type="checkbox"/> | Ensure artwork is set up according to the trim specifications of your booking   |

## 4pp Half Horizontal Cover Wrap Mandatories

|                          |                                                                                                              |
|--------------------------|--------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> | Supply final artwork as 2 x files (inner spread and outer spread)                                            |
| <input type="checkbox"/> | Final artwork supplied as high-res PDFs with trim marks and 5mm bleed (fold lines removed)                   |
| <input type="checkbox"/> | Flat size is 560mm (W) x 200mm (H)<br>Front cover banner is 260mm x 60mm<br>OBC - Full page is 280mm x 400mm |
| <input type="checkbox"/> | <i>AusDoc</i> must print manage all cover wrap executions; final artwork subject to editorial approval       |



# Print: Specifications



| Standard Sizes        | Trim Size (W x H) |
|-----------------------|-------------------|
| Banner                | 260mm x 60mm      |
| Third Page Horizontal | 260mm x 133mm     |
| Third Page Vertical   | 80mm x 375 mm     |
| A4                    | 210mm x 273mm     |
| Half Horizontal       | 260mm x 193mm     |
| Half Page Vertical    | 125mm x 375mm     |
| Full Page (A3)        | 280mm x 400mm     |

| Enhanced Sizes :<br>Must be supplied as 2 files (left & right page) | Trim Size (W x H) |
|---------------------------------------------------------------------|-------------------|
| Third Double page spread                                            | 540mm x 133mm     |
| A4 Double page spread (Fireplace)                                   | 433mm x 273mm     |
| Half Double page spread                                             | 540mm x 193 mm    |
| A3 Double page Spread                                               | 560mm x 400mm     |



# CONTACT US

## ADDRESS

Level 12, 117 York Street  
Sydney NSW 2000

## PHONE

1300 360 126

## WEBSITE

[www.adg.com.au](http://www.adg.com.au)



## SALES

Contact your Account Manager  
02 8484 0666, or email  
[sales@adg.com.au](mailto:sales@adg.com.au)



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