



MEDIA PLANNER 2014

ONCOLOGY
JOBS
AUSTRALIA



Featured Jobs

2 x Medical Oncology Fellowship Melanoma Institute Australia	Sydney, NSW
Medical Oncologist QLD The Base Hospital	Townsville, QLD
Pharmacist Manager/ Senior Clinical Pharmacist Hospital Pharmacy in Sydney	Sydney, NSW
BMT/Leukaemia Locum Paediatric Oncologist The Royal Children's Hospital (RCH) Melbourne	Melbourne, VIC, Australia
Registered Nurse – Day Oncology The Friendly Society Private Hospital	Bundaberg & Wide

Job Spotlight

2 x Medical Oncology Fellowship
Melanoma Institute Australia (MIA) has two Fellowship positions (one full-time commencing January 2015, one for six months full-time cover commencing

Sydney, NSW

ONCOLOGY JOBS AUSTRALIA

Part of the Oncology Network Australia

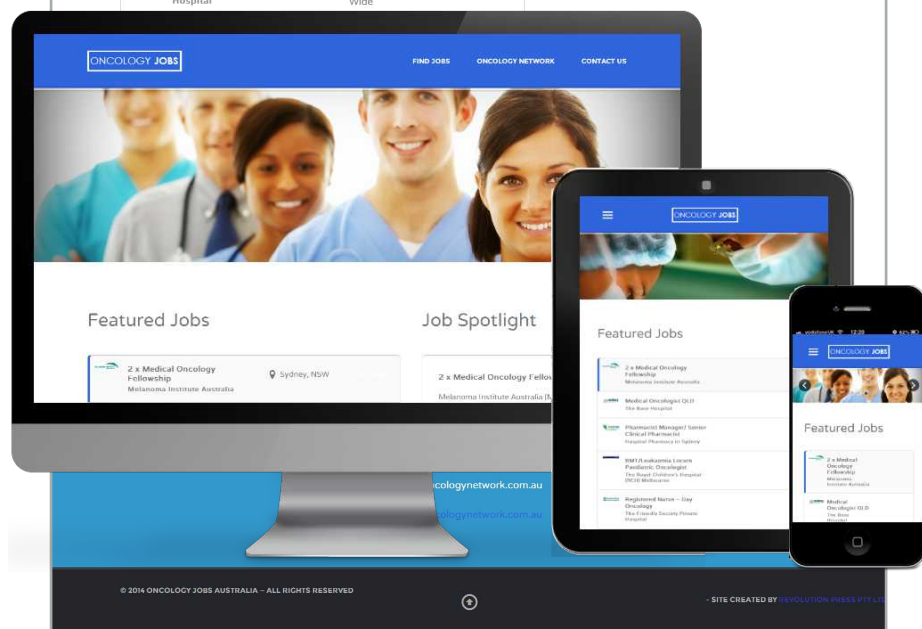
Oncologyjobs.com.au provides Australian oncology professionals with the latest oncology vacancies direct to their desktop, tablet and phone.

Job advertisements are available on:

- oncologyjobs.com.au
- oncologynews.com.au
- The Oncology Newsletter - distributed to over 8,000 oncology professionals every fortnight

We offer discounts for package bookings and NFPs so get in touch to book your advertisements today with the number 1 Australian specialist oncology job platform.

oncologyjobs.com.au • oncologynews.com.au • The Newsletter



oncologyjobs.com.au

Standard Postings: \$99 for 30 days

Standard postings are an effective and budget friendly way to advertise your role to Australia's oncology professionals.

Oncologyjobs.com.au is fully searchable, responsive and easy to use. Postings have their own dedicated webpage - not a restricted listing on a shared page filled with competing roles!

Recruiters are able to include:

- detailed job description
- logo and other artwork
- dedicated 'apply' button that is customisable to redirect to an email address or weblink of your choice
- integrated social media, sharing tools and website link

Featured Postings: \$169 for 30 days

Featured postings include everything above plus a highlighted 'Featured Jobs' placement on the front page of oncologyjobs.com.au.

Featured postings are also displayed in the 'Job Spotlight' section on a rolling basis - ensuring your vacancy is seen by the right people and maximising exposure to Australia's oncology professionals.

The screenshot shows a job posting on the Oncology Jobs website. The header is blue with 'ONCOLOGY JOBS' on the left and 'FIND JOBS', 'ONCOLOGY NETWORK', and 'CONTACT US' on the right. The main title is '2 x Medical Oncology Fellowship'. Below it, the location is 'Melanoma Institute Australia' and 'Sydney, NSW - NSW', and it was 'Posted 3 days ago'. The 'Overview' section features the Melanoma Institute Australia logo and a description: 'Melanoma Institute Australia (MIA) has two Fellowship positions (one full-time commencing January 2015, one for six months full-time cover commencing September 2014) for third year advanced trainees or recently qualified RACP fellows in Medical Oncology.' An orange 'APPLY' button is visible. Below the description, there are bullet points: 'Join a world class organisation in the provision of melanoma care, research and education', 'Opportunity to participate in world-leading clinical research', and 'A dynamic environment in a recognised centre of excellence'. Further down, it states: 'MIA is an independent, non-profit organisation located in North Sydney. The Institute is formally affiliated with the University of Sydney and collaborates with clinicians at Royal Prince Alfred Hospital, Royal North Shore Hospital, Westmead Hospital and St Vincent's and Mater Health to improve the outcome of patients with melanoma. Our team of medical oncologists sees approximately 400 new melanoma patients each year and lead a large number of clinical trials of novel treatments. The Institute has become a major referral centre in Australia and is regarded as world-class.' On the right side, there are social media links for 'Website', 'Twitter', and 'Facebook', and a 'More Jobs' link. At the bottom, there are sharing options for Facebook, Twitter, LinkedIn, and Email.

Example advertisement

The screenshot shows the homepage of the Oncology Jobs website. The header is blue with 'ONCOLOGY JOBS' on the left and 'FIND JOBS', 'ONCOLOGY NETWORK', and 'CONTACT US' on the right. Below the header is a large image of five smiling healthcare professionals. The main content area is divided into two sections: 'Featured Jobs' and 'Job Spotlight'. The 'Featured Jobs' section lists two roles: '2 x Medical Oncology Fellowship' at 'Melanoma Institute Australia' in 'Sydney, NSW' and 'Medical Oncologist QLD' at 'The Mater Hospital' in 'Toowoomba, QLD'. The 'Job Spotlight' section features the same '2 x Medical Oncology Fellowship' role at 'Melanoma Institute Australia (MIA)' with a description: 'Melanoma Institute Australia (MIA) has two Fellowship positions (one full-time commencing January 2015, one for six months full-time cover commencing September 2014) for third year advanced trainees or recently qualified RACP fellows in Medical Oncology.' The location is 'Sydney, NSW'.

Featured roles on homepage

oncologynews.com.au

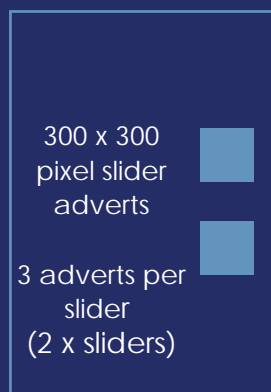
Homepage adverts: \$375 each for 30 days
Article pages adverts: \$375 each for 30 days

Oncologynews.com.au is the most respected, specialist oncology news resource in Australia.

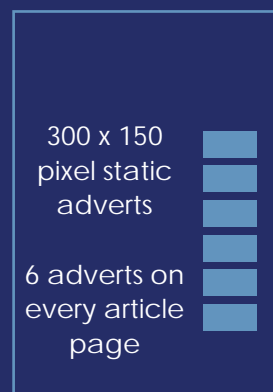
Our content is clear, relevant and engaging. Our contributors and subscribers are our audience - oncology professionals in the Asia Pacific region. Our social media strategy and fortnightly newsletters ensure the site is visited by the niche audience you need to attract quality candidates.

Provide your own artwork or we can design the ad for you for a small design fee.

Homepage adverts
(square)



Article page adverts
(rectangle)



High quality static and slider adverts
linked to your standard posting on
oncologyjobs.com.au - included in the fee.

Australia's premier digital oncology job service
part of the Oncology Network Australia



Newsite design notes:

Artwork to be supplied in jpg format sized to fit 300 x 300 or 300 x 150 pixels depending on selection.

We know not all organisations have image editing software, especially NFPs, so we can decrease the size of images for you if this helps.

General Terms and Conditions:

Placement of adverts are at the Editor's discretion and are not guaranteed. Specifications subject to change. If the total cost of your campaign is based on a predetermined number of adverts, and you cancel during the course of your campaign, your per advert rate will revert back to the casual rate per advert as described in the Media Planner. Bookings require 6 weeks notice of cancellation in writing. Cancellations within four working days of campaign live date will incur a 50% charge. No refunds. Payment required in advance. GST exclusive.

The Oncology Newsletter

Price: \$495 per edition
Distribution: Fortnightly
Subscribers: Over 8,000 oncology professionals

With the largest distribution to oncology professionals in Australia, the Oncology Newsletter provides busy oncology professionals with news on the go.

Job adverts in the Oncology Newsletter attract the highest click rates, exceeding even our exclusive commentaries written by Australia's leading oncology experts.

The Oncology Newsletter is the most powerful marketing avenue if you are advertising an oncology vacancy - the statistics are compelling:

Nov-Dec 2013	Open Rate	Clicks per Unique Opens	Click Rate
ONA	38.4%	39.8%	15.1%
Industry Average	15.5%	-	2.9%

The Oncology Newsletter is regularly opened by more than 2,500 oncology professionals - exceeding MOGA and COSA's membership combined and other oncology publications.

Job ads are linked to standard postings on our jobsite - this is included in the fee. The Oncology Newsletter is fully optimised for devices ensuring the 60% of subscribers who view on mobiles and tablets have a great reading experience.

High impact, targeted and effective

Newsletter advert specifications:

1/3 tile adverts include artwork, copy and a 'read more' link to your posting on oncologyjobs.com.au - yes, standard postings are included in the Oncology Newsletter ad fee!

Example advertisement:



Design notes: Artwork to be supplied in jpg format sized to fit 187 x 160 pixels.

We know not all organisations have image editing software, especially NFPs, so we can decrease the size of images for you if this helps.

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The ads look amazing, and I appreciate the effort you and your team have gone to, they really do look clean, modern, uncluttered and easy to read. Thank you so much! The effort and attention you've gone to is greatly appreciated.

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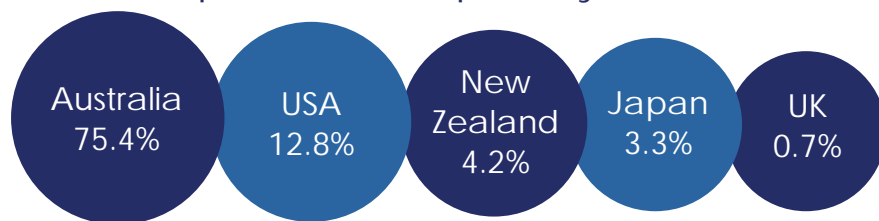
Elizabeth Walton, large not-for-profit health care facility

Oncology Network Australia Audience

The Oncology Newsletter subscribers are categorised as 45% clinicians (medical, radiation and surgical oncologists and other medical specialists) and 55% allied health and service professionals. Our readers include:

- Clinicians including medical, radiation and surgical oncologists: Clinical members include those involved in patient care, decision making, research, reviews and education.
- Hospital and clinical trials administrators, managers, project staff and executives
- Pharmaceutical and allied industry professionals
- Allied health professionals: The types of professionals working in cancer care is ever expanding including geneticists, nurses, care coordinators, nutritionists, pharmacists, psychologists, exercise specialists and technicians.
- Sales, media, marketing and fund-raising professionals
- Professional consumers, advocates and educators
- Trainees: Many subscribers are advanced trainees in clinical streams and PhD students.
- Not-for profit professionals
- Recruiters and other service providers

Top Newsletter opens by location



Oncology Network Australia

The Online Destination for Oncology Professionals

To book, email your enquiry to info@oncologynetwork.com.au including position description, artwork, links and preferences.

We offer discounts for package bookings and NFPs so get in touch to book your advertisements today with the number 1 Australian specialist oncology job platform.

Book your
placement
today.

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