

## The PENINSULA GP Guidelines for Contributions 2012

**Audience:** The PGPN newsletter is distributed bi-monthly to over 500 readers – General practices, specialists & Peninsula Health staff. Feedback has always shown that the newsletter is very frequently read by GPs, but contributors must be aware that GPs receive a large amount of daily correspondence; therefore it is imperative to use journalistic techniques to get the message across quickly & simply.

**Article length & structure:** Articles must be kept short – 250 words maximum for an announcement, & no more than 500 words for a more creatively written article. The main point should be made first, with less important details occurring as the article continues. The point of the article should be conveyed by the headline & an accompanying graphic with caption. The editor may also create a “call out” line.

The following guidelines need to be followed when submitting your article;

- Please do not format your article with columns, different fonts, coloured headings, etc. Please do not underline words instead use bold.
- Articles should be submitted by email as Microsoft Word doc files **not PDF**
- If you would like diagrams in your article please attach as a separate JPEG & advise in your word doc where you would like them to be placed. We will try & place them where you suggest but depending on space they may be moved. Images can be embedded in your Word document at the relevant position, but the **original image file as a JPEG must always be submitted** separately. If it is a diagram then a bmp or tif file is fine.
- A digital photo for each article needs to be supplied – if nothing else, please send a photo of the author
- Captions should accompany photos, including names of people in the photo & a consent form
- When you submit please advise us who the author is & if possible provide a photo of them.
- The main font for the newsletter is Arial.

### Advertising rates:

Full page:	\$400 excl GST	\$440 incl GST (500 words maximum)
Half page:	\$200 excl GST	\$220 incl GST (250 words maximum)
Quarter page:	\$ 100 excl GST	\$110 incl GST (125 words maximum)
Small notice (1/8 p):	\$ 50 excl GST	\$55 incl GST ( 75 words maximum)

A special offer for new specialists starting in our area includes:

- 1) a 1/2 page article (including photo) giving a comprehensive profile of the new doctor, plus
  - 2) a 1/2-1 page article on a medical topic in which he/she may have special expertise or interest.
- Package rate:           \$ 100 (ex GST)                               \$ 110 (incl GST)

### Deadlines for 2012 newsletters for all general articles & advertising material:

Bi monthly edition	Article deadline	Distribution date
Feb 2012	25 January	22 February
Apr 2012	28 March	25 April
June 2012	25 May	20 June
Aug 2012	27 July	22 August
Oct 2012	28 September	24 October
Dec 2012	30 November	21 December

### Policy:

All material for Peninsula GP is accepted on the basis that it will be included if deemed relevant to GPs & their staff, & with the understanding that any submission may be edited for space or clarity, or omitted entirely for reasons of space or relevance. This is at the discretion of the Editor.

- Generally, material will not be published if GPs are likely to have seen it somewhere else (e.g. if all GPs have been sent a mail out ), unless the Editor can add value to the information already circulated.
- If space is tight, PGPN articles or notices will be given preference over those from external authors, & time-sensitive items will be given preference over items that could be held over until a later edition.
- Topical articles of interest to readers are published free of charge. Articles which appear to be commercial promotions will not be freely published, but will be subject to advertising payment. Payment must be made prior to printing. Paid advertisements are indicated as not being necessarily endorsed by the Network by a “paid advertisement” title.