



Media Kit

Your guide to AdPha's advertising opportunities



Why advertise with AdPha?

Advanced Pharmacy Australia (AdPha) is where pharmacists and technicians come to connect, grow, and lead – at every stage of their pharmacy careers.

As the progressive voice of specialty pharmacy, AdPha reaches over 5,500 engaged members and over 10,000 non-members nationwide delivering expert care across hospitals, aged care, general practice and at transitions of care.

Partner with us to be at the heart of Australia's most dynamic and specialised pharmacy network.

AdPha Weekly 'eNews'

Get in front of advanced pharmacy's frontline.

Every Wednesday, AdPha's 'eNews' delivers the latest clinical pharmacy updates straight to the inboxes of our engaged members. Fast, focused, and essential, it's the trusted resource busy pharmacy professionals rely on to stay ahead.

[See example eNews](#)

Reach (Apr 2025)

5,500+ average distribution

58% average open rate

Primary eNews ad*

Third position in the newsletter (after the two lead articles)

Single ad \$520 incl GST

Four ad pack \$2080 incl GST **SAVE 15%**

Standard eNews ad*

Positioned later in the newsletter

Single ad \$390 incl GST

Four ad pack \$1326 incl GST **SAVE 15%**

Availability

Primary placement: 1 per week

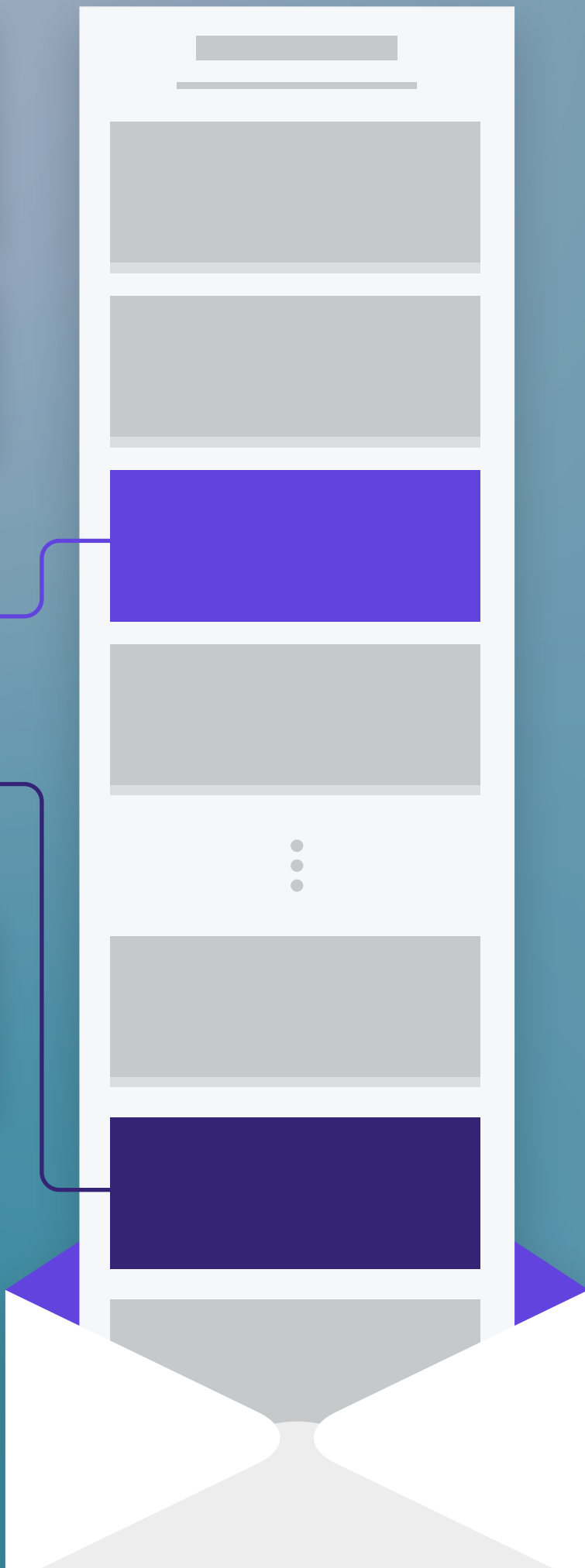
Mid-news placement: 2 per week

eNews is distributed every Wednesday from mid-January to the week before Christmas.

[View specifications and deadlines](#) ▶

*Prices valid for bookings made until 31 Dec 2025.

For more information, enquiries and to submit artwork, contact info@adpha.au



AdPha Monthly 'Insights'

Expand your reach beyond the AdPha network.

'Insights' connects with over 10,000 pharmacy professionals each month, offering you a powerful platform to stand out alongside the latest clinical pharmacy developments and AdPha updates.

[See example Insights](#)

Reach (Apr 2025)

10,000+ average distribution

47% average open rate

Primary eNews ad*

Third position in the newsletter (after the two lead articles)

Single ad \$690 incl GST

Standard eNews ad*

Positioned later in the newsletter

Single ad \$500 incl GST

Availability

Primary placement: 1 per month

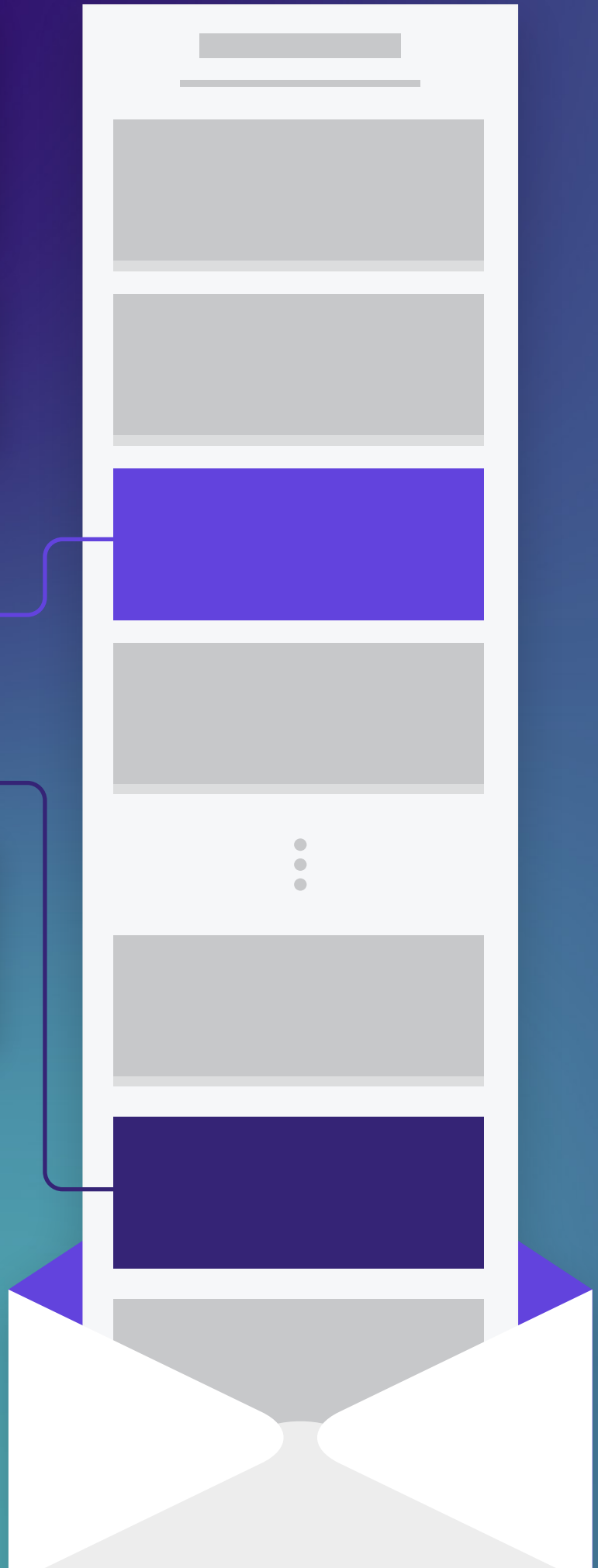
Mid-news placement: 1 per month

Insights is distributed on the second Thursday of each month.

[View specifications and deadlines ▶](#)

*Prices valid for bookings made until 31 Dec 2025.

For more information, enquiries and to submit artwork, contact info@adpha.au



Specifications and deadlines

Ad file specifications

File format	PNG, JPG, GIF, or animated GIF (without transparency)
Max file size	200 KB
Dimensions	Width: 600px, Height: 150–250px
Resolution	72ppi
Links*	URL, resource, or email



*Any linked resources must be hosted by the advertiser. For email addresses, we are unable to provide subject line or email content. Any link tracking must be included in the supplied URL. AdPha is not responsible for providing link tracking on advertisements.

Deadlines

eNews ad (distributed every Wednesday)

Ad type	Primary ad	Standard ad
Booking¹	7 days prior to scheduled eNews	7 days prior to scheduled eNews
Artwork supply²	7 days prior to scheduled eNews	7 days prior to scheduled eNews
Notice of change³	60 days	30 days

Insights ad (distributed on the second Thursday of each month)

Ad type	Primary ad	Standard ad
Booking¹	7 days prior to scheduled Insights	7 days prior to scheduled Insights
Artwork supply²	7 days prior to scheduled Insights	7 days prior to scheduled Insights
Notice of change³	60 days	30 days

1. All bookings must be confirmed by AdPha at least 7 days before the scheduled newsletter release. Payment must be received by AdPha prior to the ad being included in the scheduled newsletter. To secure a booking, the advertiser must provide the specific date(s) for their ad(s). For enquiries regarding availability and payment, please contact info@adpha.au.
2. Artwork (and any associated links) must be submitted to AdPha no later than 7 days before the scheduled newsletter release. Please note that no refunds will be issued if the required artwork is not submitted in time for the scheduled ad space. AdPha is not responsible for providing design or creative services to advertisers.
3. Ads may be rescheduled to a later date, subject to availability. Advertisers wishing to reschedule an ad must notify AdPha in writing at info@adpha.au with sufficient notice. If adequate notice is not provided, the advertiser may still use their reserved ad space or cancel the booking. Please note: No refunds will be issued for cancelled or unused ad spaces.

For more information, enquiries and to submit artwork, contact info@adpha.au