



PLEASE NOTE: The Royal New Zealand College of General Practitioners does not accept advertisements for pharmaceuticals or to recruit doctors to vacancies outside New Zealand.

WEEKLY | ePulse newsletter

ePulse is the College's weekly e-newsletter distributed to more than 4000 GPs and 500 other health-sector stakeholders every Tuesday afternoon. **ePulse** carries salient news items, information about consultations, education events, conferences and vacancies.

Situation	Cost	Details
Member advertising for a GP/locum	FREE	Two weeks in <i>ePulse</i> ; on the website for six weeks unless advised otherwise
Member advertising the sale of their practice	FREE	Two weeks in <i>ePulse</i> ; on the website for six weeks unless advised otherwise
Non-College member <i>(Please read the College's advertising policy – not all advertisements are accepted)</i>	\$270 +GST per insertion	Two weeks in <i>ePulse</i> ; on the website for six weeks unless advised otherwise
CME events, conferences endorsed by the College	FREE	Two weeks in <i>ePulse</i> ; on the website until the date of the event
CME events, conferences not endorsed by the College	\$270 +GST per insertion	Two weeks in <i>ePulse</i> ; on the website until the date of the event

- The deadline for advertising material is 12 noon on the Friday before the insertion; 200 words max; can include a pdf, email, website link.
- It is the College's policy not to promote overseas positions in an effort to support the New Zealand workforce.
- It is illegal to discriminate when hiring an employee on the grounds of colour, race, ethnic or national origin, sex (including the gender of the person and including whether they are pregnant or not), marital family status, age, disability, religious or ethical belief, political opinion, employment status, sexual orientation or direct or indirect involvement in activities with a union.
- Adverts cannot be accepted if they carry a message the College cannot endorse.
- Rates are subject to review from time-to-time.

Please email communications@rnzcgp.org.nz with the relevant advertising information, including your full name and College membership/MCNZ number (if you are a member) for verification.

ONGOING | Events

The College will list complimentary CME-endorsed events and those from organisations affiliated to the College in *ePulse* and on the website. Non CME-endorsed events can also be listed at a cost of \$270+GST.

To list an event, please email the details through to communications@rnzcgp.org.nz.

QUARTERLY | Journal of Primary Health Care (JPHC)

Our most popular publication, the *Journal of Primary Health Care* contains 88 pages of peer-reviewed scientific research targeting general practice.

Please contact Doug Walters, National Advertising Manager, CSIRO Publishing Locked Bag 10, Clayton South VIC 3169, Australia

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ADVERTISING POLICY

The College will not permit at any time the placement of any advertising for illegal, defamatory or objectionable products.

Advertising must not contain fraudulent, misleading, deceptive, or offensive material, including material that misrepresents, ridicules, or attacks an individual or group on the basis of age, colour, national origin, race, religion, sex, sexual orientation or disability status.

Advertising must not be related to any of the following: pharmaceuticals, alcohol, firearms/ammunition, fireworks, gambling, pornography, private health insurers, tobacco or any other product, service, person or entity that the College considers to be inconsistent with the principles and values of the College. In addition, the College will not accept recruitment or advertisements for general practice vacancies outside of New Zealand's general practice workforce.

No advertising shall be permitted which may injure the good name or reputation of the College.

Under no circumstance will our acceptance of an advertisement be considered an endorsement of the product(s) and/or service(s) advertised or the company that manufactures, distributes, or promotes such product(s) and/or service(s).