

Advertising through www.mededworld.org

MedEdWorld provides academic and commercial organisations with the opportunity to draw the attention of health education professions - including teachers and trainers, educationists, researchers and administrators - to their activities, services and products through strategically placed adverts on the MedEdWorld website.

MedEdWorld is a platform for an international health professions community of individuals and educational organisations to share information, ideas, experience and expertise.

The MedEdWorld website includes: updates on the latest developments from organisations and individuals in the medical education field; details of education courses and conferences worldwide; information about emerging learning technologies; access to a range of education resources; and a wide variety of recommended publications and resources relevant to health professionals.

Commercial and academic organisations are invited to engage with this growing community through our range of strategically placed and highly competitive advertising options which include a URL link, directing visitors to the organisations webpage.



How many people will see your advert on MedEdWorld?

2,500 visitors every month.

Over 16,000 unique visitors since the launch of the new MedEdWorld website in August 2012.

MedEdWorld has:

Over 950 individual and institutional members

Over 500 registered users

and

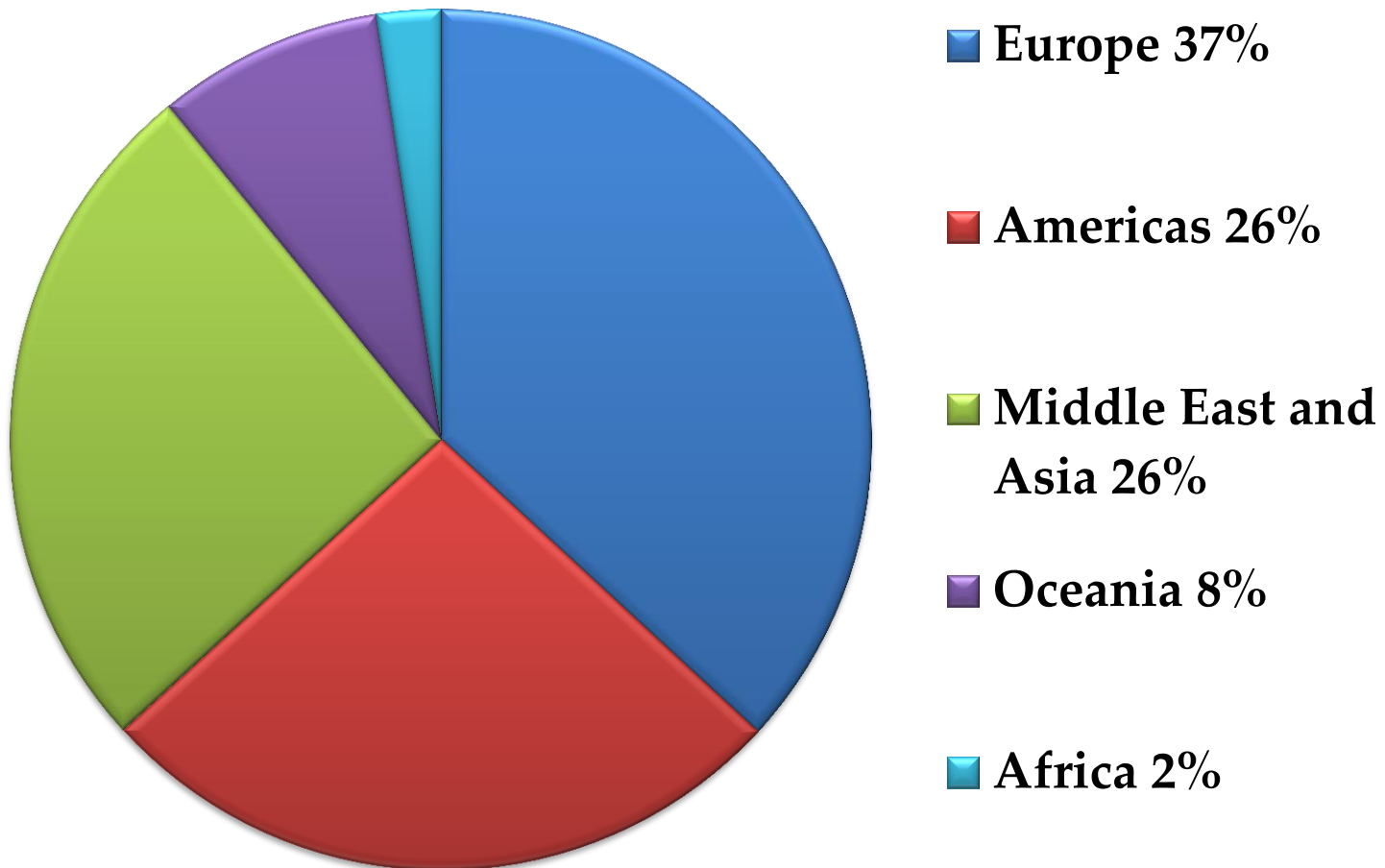
Over 3,000 subscribers receive our fortnightly email newsletter

MedEdWorld Select.

The number of MedEdWorld members and registered users increases each month. These figures could therefore significantly underestimate our current membership numbers – please contact us at admin@mededworld.org for the most up-to-date information.



Where do MedEdWorld visitors come from?



As of 20 March 2013

A breakdown of specific countries is also available. Contact admin@mededworld.org for details.

How will your advert appear on the website?

- ✓ Adverts are full colour square images placed in the column on the right of the MedEdWorld website.
 - ✓ Adverts should be 180x180 pixels.
- ✓ Adverts can be placed on the Homepage, or in the News, AMEE News, Courses, Conferences, Learning Technology, Glossary, MedEd Publish, MedEdWorld Select, Publications, Resources or Webinar areas.
 - ✓ There is a maximum of three adverts per page.
- ✓ Each advert will appear for one calendar month. Advertisers are invited to request their preferred month which can be reserved subject to availability.
- ✓ Advertisers should provide one URL web link per advert. The advertising image will be linked to this URL, directing visitors to promoted activities, products or services.



How to submit your advert

Advertisers should submit adverts to admin@mededworld.org

Adverts should be:

- 180x180 pixels.
- JPEG images are preferred.

Advertisers should include:

- Where they would like their advert to be placed.

For example on the Homepage, or in the News, AMEE News, Courses, Conferences, Learning Technology, Glossary, MedEd Publish, MedEdWorld Select, Publications, Resources or Webinar areas.

- The calendar month they would like their advert to go live.

Please note there is a premium for August and September and all requests are subject to availability.

- One URL web link per advert.

The advert will be linked to this URL, directing visitors to promoted items or services.

For more details, information about availability or to book your advertising space

email the MedEdWorld Administrator at: admin@mededworld.org

MedEdWorld Online Advertising rates

Advert	Commercial organisations	Academic institutions
One advert featuring on the Homepage and one on a page other than the Homepage (e.g. Conferences or Learning Technology).	£600 per calendar month (£700 August or September)	£450 per calendar month (£525 August or September)
Advert featuring on the Homepage only.	£500 per calendar month (£600 August or September)	£375 per calendar month (£450 August or September)
Advert featuring on a page other than the Homepage only (e.g. Conferences or Learning Technology).	£200 per calendar month (£250 August or September)	£150 per calendar month (£200 August or September)
Two month advertising packages.	A 20% discount is offered when advertising over two consecutive months.	A 20% discount is offered when advertising over two consecutive months.
Three month advertising packages.	A 25% discount is offered when advertising over three consecutive months.	A 25% discount is offered when advertising over three consecutive months.

For details or to book

email the MedEdWorld Administrator at: admin@mededworld.org

MedEdWorld Online Advertising Terms and Conditions

1. All advertising and landing pages are subject to review by the MedEdWorld Team.
2. MedEdWorld/AMEE reserve the right to decline any submitted advertisements.
3. All adverts and landing pages must be appropriate for the MedEdWorld audience.

Payment

Payment should be received by AMEE/MedEdWorld in full a minimum of one calendar month in advance of the agreed date of the campaign.

Cancellation

On written notice to MedEdWorld, one calendar month or more before the campaign start date, advertisers may cancel a campaign, without penalty.

For details or to book your advertising space

email the MedEdWorld Administrator at: admin@mededworld.org

www.mededworld.org

Other Opportunities

MedEdWorld Commercial Membership

MedEdWorld Commercial Membership is priced at £1800 and offers a variety of promotional opportunities to commercial organisations. Please contact admin@mededworld.org for a commercial membership pack.

AMEE 2013 Sponsorship Opportunities

AMEE 2013 will take place in Prague, Czech Republic from 24 to 28 August 2013. AMEE is pleased to offer space to commercial and academic exhibitors wishing to take advantage of the AMEE Conference as a way to engage with participants from around the world. More than 3,000 participants from over 80 countries are expected to attend AMEE 2013. For details about Exhibiting and Sponsorship contact Worldspan at exhibitions@worldspan.co.uk

For details or to book your advertising space

email the MedEdWorld Administrator at: admin@mededworld.org

www.mededworld.org

Contact us

MedEdWorld Administrator
AMEE Secretariat
Tay Park House
484 Perth Road
Dundee
DD2 1LR

Email: admin@mededworld.org
Website: www.mededworld.org
Website: www.amee.org

AMEE is a registered Scottish Charity No. SC 031618

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email the MedEdWorld Administrator at: admin@mededworld.org
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