

GP CME

General Practice Conference
& Medical Exhibition



Advertising
Specifications



Advert Specifications

SUPPLIED MATERIAL - All complete artwork **must be supplied as a PDF** which is produced from layout software such as InDesign, Illustrator, etc. 'High Quality' settings with transparency flattened should be used when exporting to PDF.

☹ **PDF'S CREATED FROM MICROSOFT PROGRAMS SUCH AS WORD, PUBLISHER, POWERPOINT AND EXCEL CANNOT BE ACCEPTED. THESE PROGRAMS CREATE PDFS WHICH WILL NOT MEET OUR SPECIFICATIONS.** ☹

COLOUR - PDF's should be created with CMYK colours only. **No RGB, LAB, pantone or spot colours.** Please turn off all colour management when creating adverts.

FONTS - Please convert all fonts to outlines.

IMAGES - All images should be CMYK and 100% scale at 300dpi before placing into layout. No scaling of images should be done in your layout. **Images taken from the internet are not acceptable.**

Size Specifications

COLOUR full page (portrait) advertisements can either run to the edge of the page (BLEED) or retain a white border around the advertisement (NON BLEED).

All other sizes cannot have bleeds. A colour bleed advertisement must follow the examples below. If any advertisement does not meet these specifications it will need to be resupplied at cost to the advertiser.

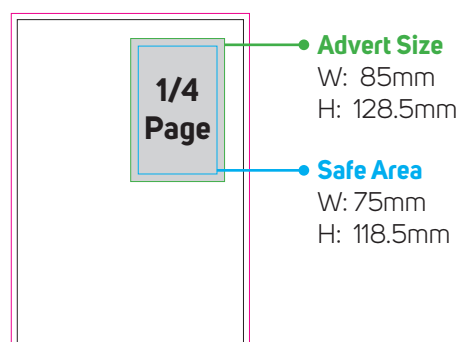
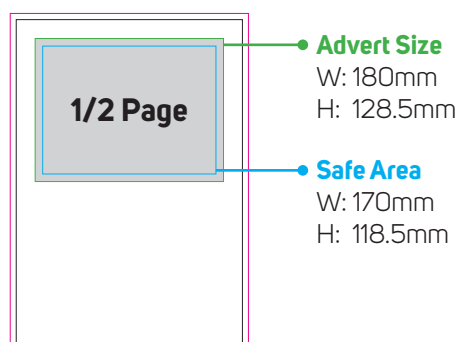
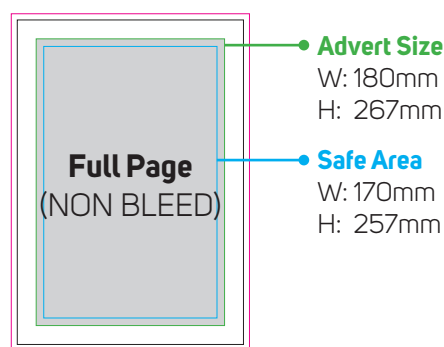
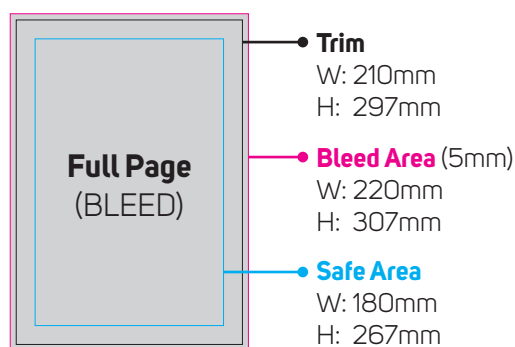
SAFE AREA is most important as it must contain all essential elements of the advertisement such as text, pics and logos.

TRIM is the actual page area and represents where the paper will be cut in the magazine.

BLEED should be used when the advert is to run right to the paper edge and should include only non essential elements such as colour blocks, gradients or graphics that can be cropped off without affecting the finished product.

Bleed is not available on 1/4 or 1/2 Page advertisements.

ORIENTATION: Portrait - 1/4 Page and Full Page adverts only. Landscape: 1/2 page adverts are only to be supplied in landscape.



1/4 Page Adverts

Help your patients take their first step to better hearing.

Visit us at stand 34 to learn more about how we can support your patients with their hearing and to pick up your free GP referral vouchers.

"I've only had good experiences from Bay, there's no doubt about it, they are good at what they do."

- Tony, a Bay Audiology client

0800 800 864
medical@bayaudiology.co.nz

Health TV

IMPROVE PATIENT OUTCOMES WITH HEALTH TV

GET IN TOUCH!
Natalie Robinson 0210 238 4571
natalie.robinson@hlmedia.co.nz

What's New?

SR Specialists & Referrals

Send Referrals to Allied Health

- + SR Referrals is now being extended – come and tell us who else you would like to refer to...
- + Come visit our stand to see new SR improvements and make suggestions

Primary Health now in SR

- + Find community services and health support groups for your patient
- + Email services and contact details to your patient
- + Email us for updates, feedback or queries

See what's new at stand 139

RARE IS EVERYWHERE

1 in 17

PEOPLE LIVE WITH A

RARE DISORDER

Rare Disorders NZ is here for you and your patient.

Contact us today for information, advice and support.

RARE DISORDERS NZ

1/2 Page Adverts

Health Anywhere

In partnership with:
Boeing | iDance | MedicAlert

Visit us on stand 105-106 to learn more about how we transform healthcare

manage my health

MISDIRECTION OF HEALTH
MOREHUREHU AU

Get past the illusion of guidance, at **stand 31-32**.
For you, and your patients.

33-300 GRAMS ORAL THC IS NON LETHAL,

So why is MoH saying >15g is a lethal dose?

THE HEMP FOUNDATION
Food Fibre Medicine

doi.org/10.1016/0041-008X(74)90044-1

Full Page Advert (Bleed)

indici
practice anywhere

Connecting New Zealand Health Ecosystem

- True cloud based PMS
- Enabling transformation in NZ health system
- Specialist version arriving soon

07 929 2090 | contact@indici.co.nz | www.indici.co.nz

Full Page Advert (Non Bleed)

gsk For New Zealand Healthcare Professionals

A New Era for Shingles Prevention in NZ

Sunday 12th June
8:30am-9:25am & 9:35am-10:30am

Herpes Zoster (HZ) affects up to 1 in 3 New Zealanders throughout their lifetime¹ and its long-term complications can have a severe impact on a patient's life. As the risk of HZ and its complications is strongly linked to a decline in cell-mediated immunity either due to age or immune compromise¹, it is important to protect adults 50 years and older from HZ by vaccinating against it.

Join our workshop to learn about patient management through acute and chronic stages of HZ as well as strategies for prevention, focusing on the new recombinant zoster vaccine (RZV).

Agenda

Welcome and Introduction

Presentation

- Introduction to HZ and the significance of protecting patients aged 50+
- Management of acute and chronic pain associated with HZ
- Herpes zoster Ophthalmicus, risk factors and management
- HZ vaccines available in NZ, with a focus on the new recombinant zoster vaccine (RZV), local recommendations.

Panel discussion with Q&A

Speakers

Dr Jenny Visser
GP and Senior Lecturer in Travel Medicine in the Department of Primary Health Care and General Practice, University of Otago, Wellington.

Dr Rachel Niederer
Ophthalmologist, Auckland Eye and Ocular and Medical retina specialist, senior lecturer of the Department of Ophthalmology, Auckland.

Dr Buzz Burrell
GP and Pain Fellow at TAPPS, Senior Lecturer University of Otago

Scan for Reminder

For further information please contact:
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TAPPS 204582 NZ NZSOL-A0402-220001 | Code of Approval: 10-2022-0006-02-0001-01-2024 | © 2022 GSK group of companies or its licensee.

Full Page Advert (Double Page Spread)





**Visit stand 66
for more information**



References. 1. GlaxoSmithKline New Zealand. Bexsero Data Sheet. GSK NZ; 2021.
2. GlaxoSmithKline New Zealand. SHINGRIX Data Sheet. GSK NZ; 2022.
BEXSERO (Multicomponent Meningococcal group B Vaccine) is a **prescription medicine** available as an injection for active immunisation against invasive disease caused by *Neisseria meningitidis* group B from 2 months of age. Before prescribing BEXSERO, please **review the data sheet for information on dosage, contraindications, precautions, interactions and adverse effects**. The data sheet is available at www.medsafe.govt.nz. Trademarks are owned by or licensed to the GSK group of companies. ©2022 GSK or licensor.
SHINGRIX (Recombinant Varicella Zoster Virus Glycoprotein E antigen 50 micrograms [AS01_a adjuvanted vaccine]), a **prescription medicine**, is indicated for the prevention of herpes zoster and post-herpetic neuralgia in adults 50 years of age or older. Administer via intramuscular injection only. Do not administer intravascularly or intradermally. **Review the data sheet (available at www.medsafe.govt.nz) for information on dosage, contraindications, precautions, interactions and adverse effects.** As with any vaccine, a protective immune response may not be elicited in all vaccinees. GSK NZ, Auckland. Trademarks owned or licensed by GSK. ©2022 GSK or licensor. TAPS DA2245GS-PM-NZ-BEX-ADVT-220001.
Date of Approval: **05 2022**. Date of Expiry: **05 2024**.

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gsk For New Zealand Healthcare Professionals

A New Era for Shingles Prevention in NZ

**Saturday 13th August
8:30am-9:25am & 9:35am-10:30am
Room 9**

Herpes Zoster (HZ) affects up to 1 in 3 New Zealanders throughout their lifetime¹ and its long-term complications can have a severe impact on a patient's life. As the risk of HZ and its complications is strongly linked to a decline in cell-mediated immunity either due to age or immune compromise¹, it is important to protect adults 50 years and older from HZ by vaccinating against it.

Join our workshop to learn about patient management through acute and chronic stages of HZ as well as strategies for prevention, focusing on the new recombinant zoster vaccine (RZV).

1. Main Immunisation Handbook 2020 online Chapter 25.3 accessed May 2022

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Dr Jenny Visser
GP and Senior Lecturer in General Medicine in the Department of Primary Health Care and General Practice, University of Otago, Wellington



Dr Rachel Niederer
Ophthalmologist, Auckland Eye and Uveitis and medical retina specialist, senior lecturer at the Department of Ophthalmology, UoA



Dr Buzz Burrell
GP and High Fellow of TAPS, Senior Lecturer University of Otago

8:30am-9:25am



9:35am-10:30am



Scan for Reminder

For further information please contact:
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NZHS SHINGRIX NZ GSK AGS4D-220002 Date of Approval: 07/2022 Date of Expiry: 07/2024 © 2022 GSK group of companies or its licensor.

Trim

W: 210mm
H: 297mm

Bleed Area (5mm)

W: 220mm
H: 307mm

Safe Area

W: 180mm
H: 267mm

**Full Page
(BLEED)**

Trim

W: 210mm
H: 297mm

Bleed Area (5mm)

W: 220mm
H: 307mm

Safe Area

W: 180mm
H: 267mm

**Double Page
(BLEED)**

Conference Organiser

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