



## VICE CHIEF OF THE DEFENCE FORCE GROUP

### JOINT HEALTH COMMAND

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Office of Surgeon General Defence Health Reserves  
CP2-5-036, Campbell Park Offices, CANBERRA ACT 2600

SGDHR/OUT/2010

To whom it may concern,

Adbourne Publishing is the official publisher of ADF Health, the journal of the Australian Defence Force Health Services. The authority for the publication is the Surgeon General of the Australian Defence Force MAJGEN Paul Alexander Commander Joint Health Command.

After many years of producing the journal in house, the ADF Health Journal is now produced in an exciting new full colour (coffee table) format by specialist publisher, Adbourne Publishing.

With a distribution in excess of 2,500 hard copies (as well as being available through electronic media), it is distributed to all general health professionals, both regular and reserve in the Australian Defence Force. This includes doctors, nurses, paramedics, dentists, pharmacists and allied health professionals. It is sent to all Defence libraries, health establishments and Defence Health Units. It is also distributed to several overseas military health departments and many senior politicians and health beaurecrats.

The publication costs for the journal are met by the sale of advertising space to companies and parties who stand to benefit from having their message bought to the attention of the Australian Defence Force Health Services.

These users of health equipment and consumables drive demand and create the requirement for these items. If these consumers are not aware of new or enhanced products or services, then this demand may not exist. You as the advertiser will stand to benefit by raising awareness of your product, service or brand. ADF Health helps to inform and educate our readers.

If you have a product that you believe will interest the Defence Force Health Services, we suggest you consider the value likely to be gained by participating in the forthcoming issue of ADF Health. The journal will be released late October 2010, prior to and at the *Australian Military Medicine Association/Joint Health Command Symposium* being held 29<sup>th</sup> – 31<sup>st</sup> October, 2010 at the National Convention Centre, Canberra.

The Publisher is:-

Adbourne Publishing  
Of 18/69 Acacia Road  
Ferntree Gully, Victoria, 3156

Website: [www.adbourne.com](http://www.adbourne.com)

We have authorised Neil Muir (Tel: 03 9758 1433) and Robert Spowart (0488 390 039) to contact you on our behalf in the hope of obtaining your involvement in this year's publication.

The costs of advertising space as supplied by the Production Manager are as follows:-

ADVERTISEMENT SIZE	SIZE DETAILS	COST
Colour		
Full page – 4 colour process	297mm deep x 210mm wide	\$1,950.00
Half page – 4 colour process	130mm deep x 185mm wide	\$1,295.00
Quarter page – 4 colour process	130mm deep x 90mm wide	\$750.00
Prices exclusive of GST		

Material should be supplied as a PDF, EPS, or TIFF file, at least 300 dpi. Please see [www.adbourne.com](http://www.adbourne.com) for further material specifications.

The deadline for copy for the 2010 issue is 8<sup>th</sup> October, 2010.



J. V. Rosenfeld  
Major General  
Surgeon General Defence Health Reserves

Chair, Editorial Board  
'ADF Health'

24<sup>th</sup> August, 2010