

2010 Media Kit

'The network for Return to Work Professionals'

Return to Work Matters is the only collection of online services for the Return to Work and Rehabilitation industry, a growing network of professionals committed to best practice in Return to Work. We keep our members informed through our newsletters covering topics such as case management, communication, early intervention, rtw plans, medical information, industry news, events and jobs, as well as system issues.

Reaching your target market in this niche and notoriously busy industry can be difficult. Return to Work Matters does the work for you by publishing engaging and informative articles, case studies, handbooks and newsletters that are widely read and distributed much further than our membership base which is representative of hundreds of organisations Australia-wide.

Readers are interested in available services, and our up to now free advertisements have attracted readers' attention.

Advertising & Sponsorship Opportunities:

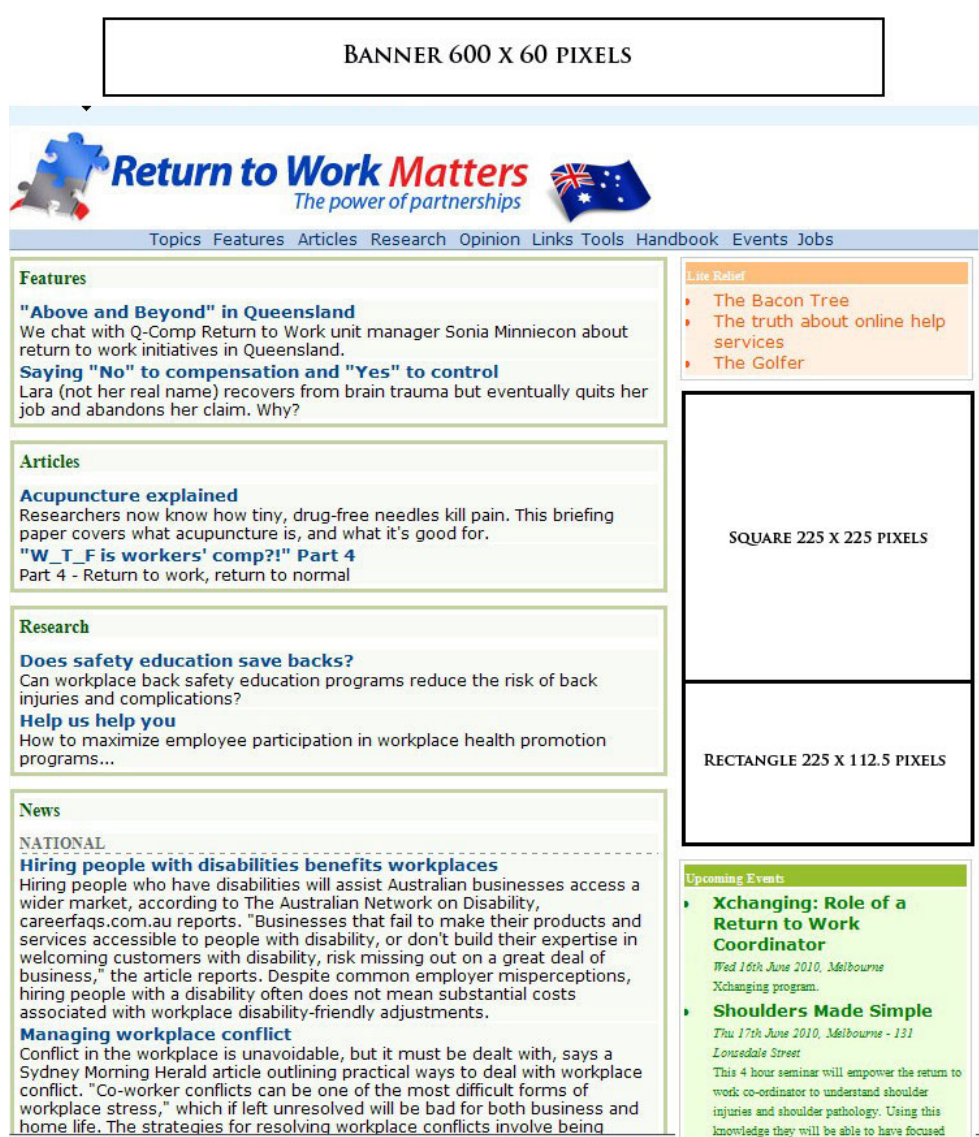
Email display advertising:

There are several email distribution lists. Advertising for a minimum of 4 weeks guarantees your advertisement will be in all distribution lists.

Banner size (W x H Pixels)	4 Weeks	5 – 13 Weeks	14 – 26 Weeks
Banner – 600 x 60	\$400	\$350	\$300
Square – 225 x 225	\$300	\$262	\$225
Rectangle – 225 x 112.5	\$150	\$131	\$112

Prices are per week & include gst. Contact us for long-term booking availability of 6 months or more.

BANNER 600 X 60 PIXELS



The screenshot shows the homepage of 'Return to Work Matters', featuring a navigation menu with links to Topics, Features, Articles, Research, Opinion, Links, Tools, Handbook, Events, and Jobs. The main content area is divided into several sections:

- Features:** Includes articles like "Above and Beyond" in Queensland and "Saying 'No' to compensation and 'Yes' to control".
- Articles:** Includes "Acupuncture explained" and "W_T_F is workers' comp?!" Part 4.
- Research:** Includes "Does safety education save backs?" and "Help us help you".
- News:** Includes "Hiring people with disabilities benefits workplaces" and "Managing workplace conflict".
- Upcoming Events:** Lists events such as "Xchanging: Role of a Return to Work Coordinator" and "Shoulders Made Simple".

Two specific ad placement areas are highlighted with black boxes:


- A **SQUARE 225 X 225 PIXELS** area located in the right-hand sidebar.
- A **RECTANGLE 225 X 112.5 PIXELS** area located below the square ad area in the right-hand sidebar.

Website display advertising:

Banner size (W x H Pixels)	1 – 4 Weeks	5 – 13 Weeks	14 – 26 Weeks
Banner – 728 x 90	\$443	\$433	\$376
Banner 2 – 660 x 90	\$352	\$326	\$299
Square – 290 x 290	\$264	\$244	\$224
Rectangle – 290 x 145	\$132	\$122	\$112

Prices are per week & include gst. Contact us for long-term booking availability of 6 months or more.

BANNER 728 X 90 PIXELS



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Great return to work practice is good for business! What's in it for you?

[I'm new to the game](#)

[I know the ropes](#)

[I'm after ways to motivate my RTW team](#)

[I'm a rehabilitation provider](#)

[I'm a small business owner](#)

[I'm a doctor /treater in RTW](#)

[I'm a claims manager](#)

[I work in the life insurance industry](#)

Features [See All Features...](#) | [Robert Hughes](#) | [Dr Mary Wyatt](#) | [Kevin Jones](#) | [SuperDoc](#)

"Above and Beyond" in Queensland
Tom Barton | We chat with Q-Comp Return to Work unit manager Sonia Minniecon about return to work initiatives in Queensland.

- When doctor-dollars trump sense
- Health and wellbeing in the real world

Saying "No" to compensation and "Yes" to control
Lara Forth | Lara (not her real name) recovers from brain trauma but eventually quits her job and abandons her claim. Why?

- Occ Physicians launch health, work policy
- The Black report transforms health, work in UK

Articles [See All Articles...](#) | [RTWCare](#) | [Influences](#) | [Partners](#) | [Politics](#) | [Cases](#) | [News](#)

"W_T_F is workers' comp?!" Part 4
Tom Barton | Part 4 - Return to work, return to normal

- Case study: Changing gears
- Motivate yourself, motivate your team

Acupuncture explained
Gabrielle Lis | Researchers now know how tiny, drug-free needles kill pain. This briefing paper covers what acupuncture is, and what it's good for.

- Q&A CONFIDENTIALITY
- "W_T_F is workers' comp?!" Part 3

JOIN NOW - 7 DAY FREE TRIAL

CORPORATE GROUP MEMBERSHIP

Get your **BONUS eBooks** today:
Injury & Case Management Handbook & Motivation and return to work

"RTW Matters provides a forum for all the 'lone voices' out there who challenge the status quo. It is a valuable community of practice for RTW professionals who seek a 'fair go' for both employers and injured workers"

- Kate Roylance - Occupational Therapist

SQUARE - 290 X 290 PIXELS

may play a huge role in securing cases and minimizing damages. Medical News Today quotes Kouroumian saying apologies can be psychologically powerful, fulfilling some of the needs of the claimant that precipitated the legal suit in the first place, ultimately lessening their perceived need for financial reimbursement.

Mindfulness beats pain game

The practice of mindfulness meditation has been proven to reduce pain, according to a study reported by Medical News Today. It was found that people who meditate regularly find pain less unpleasant because their brains anticipate the pain less. Researchers suggested that meditation could be the way to deal with the epidemic of chronic pain conditions, including arthritis: "40% of people who suffer from chronic pain report inadequate management of their pain problem."

More alert to caffeine news than the actual coffee?

You may not be alone. Amongst the myriad of recent coffee-research news rebounding around the world, a new study claims that coffee doesn't make you more alert. Medical News Today refers to a study published in the 2nd June edition of Neuropsychopharmacology, that says while frequent coffee drinkers may feel reinvigorated by coffee, the reversal of their caffeine withdrawal symptoms meant that it was actually only "bringing them back to normal."

Hiring people with disabilities benefits workplaces

Hiring people who have disabilities will assist Australian businesses access a wider market, according to The Australian Network on Disability, careerfaqs.com.au reports. "Businesses that fail to make their products and services accessible to people with disability, or don't build their expertise in welcoming customers with disability, risk missing out on a great deal of business," the article reports. Despite common employer misperceptions, hiring people with a disability often does not mean substantial costs associated with workplace disability-friendly adjustments.

Managing workplace conflict

Conflict in the workplace is unavoidable, but it must be dealt with, says a Sydney Morning Herald article outlining practical ways to deal with workplace conflict. "Co-worker conflicts can be one of the most difficult forms of workplace stress," which if left unresolved will be bad for both business and home life. The strategies for resolving workplace conflicts involve being flexible, honest, bringing in outsiders to assist, or aligning staff with a common goal of the organisation.

[+ more news...](#)

BANNER 2 660 X 90 PIXELS

- The truth about online help services
- The Bacon Tree
- The Golfer

— advertisements —

RECTANGLE 290 X 145 PIXELS

Publication sponsorship.

Return to Work Matters produces a number of publications in eBook PDF format that are often used as free gifts or downloadable tools. The benefit of sponsoring a RTWMatters eBook is the format allows deliverability and access to non-members via viral marketing.

Sponsors also have the opportunity to demonstrate their expertise by assisting in the development of the publications. Sponsors would also be provided with the eBook for their own distribution lists or websites. Register your interest with us to see what opportunities are available.

Events directory advertising.

Advertising your training sessions, seminars or conferences on Return to Work Matters is easy and free! Just click on submit an event in our events section. (include links)

Once approved, listings appear in the events section immediately and then in the weekly newsletter and homepage summary as the date approaches.

Job vacancy advertising.

Advertising your job vacancies on Return to Work Matters is also free. Set yourself up to lodge a job and then submit your job details.(include links) Once approved, listings appear immediately and are then distributed in our weekly newsletter.

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