

News Bulletin Advertising Information

The *News Bulletin* publishes news and information for dental professionals.



Circulation

Circulation of 15,000 consisting of ADA members and independent subscribers.



Frequency of publication

The News Bulletin is published 11 times each year (Feb – Dec) and aims to be distributed the first week of the issue month.

Rates

Display Advertising*

	Single Booking Rates		Multiple Booking Rates			
	1 x issue		6 x issue/PA [†]		11 x issue/PA [†]	
	Colour	Mono	Colour	Mono	Colour	Mono
Full page	\$3,140	\$1,583	\$3,003	\$1,508	\$2,843	\$1,434
Double page spread	\$6,280	\$3,166	\$6,006	\$3,016	\$5,686	\$2,868
Half page (H)	\$2,249	\$1,002	\$2,138	\$952	\$2,027	\$915
Half page (V)	\$2,385	\$1,125	\$2,262	\$1,076	\$2,138	\$1,026
Third page (H)	\$1,050	\$531	\$1,002	\$507	\$952	\$482
Third page (V)	\$1,050	\$531	\$1,002	\$507	\$952	\$482
Quarter page (editorial page)	\$1,335	\$692	\$1,273	\$668	\$1,212	\$618

Preferred Placement (Full page colour artwork only)

Positions (subject to availability)	AUD per issue
Inside front cover (facing President's message)	\$3,448
Inside back cover	\$3,448
Outside back cover	\$3,782
Centre double page spread	\$6,638
Page 4 (facing news page)	\$3,350
Page 7 (within news section)	\$3,300
Full page (within cover story)	\$3,300
Full page (first half of magazine/2 per issue)	\$3,300

Classified Advertising* (Deadline: day 10 month prior to the issue)

	Colour	Mono	Specifications (D x W)
Running lines	N/A	\$14 per line (or part thereof) Minimum charge \$70 (5 lines)	
Display	\$56 colour loading	\$47/column per_cm deep	(as required) x 55 mm
Half page (H)	\$2,249	\$1,002	120 mm x 180 mm
Half page (V)	\$2,385	\$1,125	241 mm x 86 mm
Quarter page	\$1,335	\$692	120 mm x 117 mm
Single column	\$1,050	\$531	241 mm x 55 mm

Print classifieds must be paid in full prior to publication.

Advertising – Loose Leaf Flyers

Loose (pre-printed)	1 x issue
Standard (A4) single sheet (100 gsm)	\$2,809
Non-standard	POA
Multi page leaflets/booklets, CDs.	POA

Non standard folds or gsm may impose additional fees.

Quantity subject to fluctuation.

Subscription

Location Rate	Per calendar year 2017
Australia	\$148
Overseas Airmail	\$188
Single copy (within Australia)	\$25
Single copy (overseas)	\$29

All rates are in \$AUD inclusive of GST and postage (GST exceptions may apply to overseas bookings).

Booking Confirmation Form: Completed form must be returned to enable the booking process.

*All advertising placements subject to editor's discretion

[†] Contracted booking agreements must be signed in advance to receive multi-issue rates.

Contact: Australian Dental Association

Email: advertising@ada.org.au

Telephone: 02 9906 4412

ada.org.au




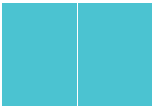





Advertising Deadlines

Display artwork			Loose Leaf Flyers (LLF)		Classified advertising
Issue month	Booking and material supply deadline	Cancellation deadline** /final revision	Material supply/ approval deadline	Mailing house delivery deadline	Booking, material, cancellation and payment deadline
February	1 Dec 2016	8 Dec 2016	1 Jan 2017	15 Jan 2017	10 Jan 2017
March	1 Jan 2017	8 Jan 2017	1 Feb 2017	15 Feb 2017	10 Feb 2017
April	1 Feb 2017	8 Feb 2017	1 Mar 2017	15 Mar 2017	10 Mar 2017
May	1 Mar 2017	8 Mar 2017	1 Apr 2017	15 Apr 2017	10 Apr 2017
June	1 Apr 2017	8 Apr 2017	1 May 2017	15 May 2017	10 May 2017
July	1 May 2017	8 May 2017	1 Jun 2017	15 Jun 2017	10 Jun 2017
August	1 Jun 2017	8 Jun 2017	1 Jul 2017	15 Jul 2017	10 Jul 2017
September	1 Jul 2017	8 Jul 2017	1 Aug 2017	15 Aug 2017	10 Aug 2017
October	1 Aug 2017	8 Aug 2017	1 Sep 2017	15 Sep 2017	10 Sep 2017
November	1 Sep 2017	8 Sep 2017	1 Oct 2017	15 Oct 2017	10 Oct 2017
December	1 Oct 2017	8 Oct 2017	1 Nov 2017	15 Nov 2017	10 Nov 2017

Cancellations

** Refunds cannot be made for cancellations received after the payment deadline.

Artwork Specifications

	Full page (trim size) 297 mm x 210 mm (non-bleed/type size) 241 mm x 180 mm (bleed size) 303 mm x 216 mm		Half page vertical 241 mm x 86 mm		Half page horizontal 120 mm x 180 mm
	Double page spread 297 mm x 420 mm		Third page vertical 241 mm x 55 mm		Third page horizontal 80 mm x 180 mm
	Quarter page (editorial section) 120 mm x 86 mm		Quarter page (classified section) 120 mm x 117 mm		Loose leaf flyer (A4 trim size) 293 mm x 207 mm (maximum size) 100 gsm

Artwork Requirements

Preferred file format Adobe Acrobat, saved as a high resolution 300dpi. Please ensure:

- 3 mm bleed all edges
- 5 mm minimum print safe copy area
- All fonts must be embedded or outlined
- All white text to be set to knockout
- All solid black text to be set to overprint
- All images **must be converted** to CMYK

Please note: If artwork is not supplied correctly or require revision this may incur an additional production charge.

Other accepted file formats

If supplying AI file or INDD file please ensure a packaged folder is provided with linked imagery, fonts and the original file.

All artwork must be supplied prior to the deadline for editor's approval. Artwork must be compliant with the ADA's Advertising Code, biennial Congress embargo and Dental Board of Australia advertising/CPD guidelines. Terms and Conditions available at ada.org.au

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News Bulletin Advertising Information

Production Facilities

The production team can assist with some advice on layout and presentation of small display and classified advertisements. Additional costs incurred in preparation of advertisements may be passed onto the advertiser as a production charge.

Booking Request

News Bulletin advertising booking requests and instructions are required in writing via email prior to the booking deadline.

Advertising Coordinator

E: advertising@ada.org.au

T: 02 9906 4412

W: www.ada.org.au

Artwork approval notification, resupply issues and revision requests are confirmed and clarified via email to avoid any misinterpretation.

Invoicing and Payment

Full contact details are required for invoicing purposes.

Classified bookings are required to be paid in full prior to publication. Non-payment may result in non-publication.

Payment is required in Australian dollars (AUD). Credit card payment by MasterCard, VISA or American Express is preferred. Credit card payment facility are offered with most Booking Forms/Invoices.

E: accounts@ada.org.au

The ADA accounts team is available Monday - Friday to assist with processing payments. T: 02 9906 4412 for any enquiries.

Overseas advertisers

Overseas advertisers can also pay by electronic funds transfer (EFT) please contact directly E: accounts@ada.org.au

Where advertisers offering goods or services provided outside Australia no GST is applicable.

GST is not applicable when an overseas advertiser provides goods within Australia and markets and ships goods directly to customers in Australia. GST is applicable where an overseas advertiser has an office in Australia or uses an agent in Australia or distributes goods through an agent in Australia, or distributes goods through an Australian business establishment.

Agency Commission

A 10% agency commission is offered to agencies that comply with News Bulletin deadlines, policy and who pay invoices within 30 days. Please contact ADA accounts regarding any payment compliance issues related to an agency discount. E: accounts@ada.org.au

ADA Affiliated Organisations

An ADA Affiliate advertising discount is available upon request.

Booking Terms and Conditions

All standard display advertising and classified bookings are placed at editor's discretion and generally determined by layout development.

Policy

All advertisements appearing in the *News Bulletin* (including all flyers prior to printing) are **subject to editorial approval** and must conform to the Australian Dental Association Advertising Code. (www.ada.org.au).

Creative Material Disclaimer

No responsibility will be accepted for reproduction of supplied material that is not to *News Bulletin* 'print ready' specifications (refer to Print Advertising Rate Card artwork requirements).

Artwork Revisions

Changes or updates to previously submitted material must be resupplied in full and be received before the amendment, cancellation, and payment deadline. No revisions accepted past this deadline. Revised material proof will be made available for review/approval.

Booking Cancellation

Cancellation or changes to the original booking must be detailed in writing to the production editor/advertising coordinator prior to the amendment, cancellation, and payment deadline, otherwise withdrawal of the advertisement cannot be guaranteed and the full cost of the advertisement will be passed onto the advertiser.

Please note where volume bookings are cancelled, advertisers will be required to pay the difference between the casual rate and special negotiated rate. **Refunds cannot be made for cancellation requests received after the amendment/payment deadline.**

Australian Dental Congress Embargo

ADA publications will not promote a convention, scientific meeting or continuing professional development activities conducted by any organisation other than ADA branches within a period of two months prior to, and one month following an Australian Dental Congress, other than those specified in the ADA's By Law V – Dental Congresses. Congress is a biennial event.

Continued Professional Development (CPD)

CPD advertising in ADA publications is confined to events associated with ADA, ADA branches, universities, documented ADA approved affiliate organisations and ADA member related CPD organisations.

CPD Compliancy Clause

All artwork advertising courses, conferences, workshops, educational programs advertising CPD hours are required to include in small print the following disclaimer:

[insert name of company] guarantee that advertised courses are fully compliant with current Dental Board of Australia Guidelines on Continuing Professional Development.

Publication/Advertising Information Updates are conveniently located on the ADA website: www.ada.org.au

Contact: Australian Dental Association

Address: PO Box 520, ST LEONARDS, NSW, 1590

Telephone: 02 9906 4412

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