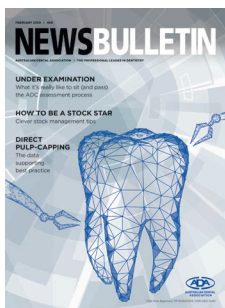


News Bulletin Print Advertising 2021 Rate Card



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

Enquiries and bookings
Email: advertising@ada.org.au

Payment
Payment required in Australian dollars.
Email: accounts@ada.org.au

Circulation
15,500 consisting of ADA members and independent subscribers.

Frequency of publication

The **News Bulletin** is published 11 times per year (February to December) and delivered to members in the first week of the publication month.

Advertisers receive a complimentary hard copy of the magazine in which their advertisement is published.

Contact

Natalie Au
Advertising and Exhibitions Coordinator
Australian Dental Association

PO Box 520
ST LEONARDS NSW 1590
Ph: 02 8815 3333
Email: advertising@ada.org.au

2021 Advertising rates

Rates are all full colour

Display advertisements

Preferred Positions	AUD per issue incl GST
Inside front cover (IFC)	\$3,610
Inside back cover (IBC)	\$3,610
Outside back cover (OBC)	\$3,960

Editor's discretion bookings

Casual Booking Rates incl GST	
Full page (FP)	\$3,290
Half page horizontal (HPH)	\$2,350
Double page spread (DPS)	\$6,570

Multiple Booking Rates incl GST		
	6 x issue	11 x issue
Full Page (FP)	\$3,140	\$2,980
Half page horizontal (HPH)	\$2,240	\$2,120
Double page spread (DPS)	\$5,920	\$5,330

Editor's discretion bookings (continued)

Loose Leaf Flyer (LLF)	
Standard: A4 printed both sides	\$4,220
Non-standard size/folds - hand drop	POA
Multi page leaflets/booklets or glue tip	POA
Non-standard weight	POA

2021 booking and artwork deadlines

Display advertising deadlines

Issue month	Deadline*
No January publication	
February	1 Dec 2020
March	1 Jan 2021
April	1 Feb 2021
May	1 Mar 2021
June	1 Apr 2021
July	1 May 2021
August	1 Jun 2021
September	1 Jul 2021
October	1 Aug 2021
November	1 Sep 2021
December	1 Oct 2021

Loose Leaf Flyers (LLF) Deadlines

Approval of content prior to printing	Refer to 2021 booking and artwork deadlines*
Delivery of (approved) printed flyers to mailing house	<ul style="list-style-type: none"> Delivery no later than 15th of the month prior to issue month Mailing house address will be provided by ADA Delivery confirmation – advise ADA on delivery Identification – delivery label template to be supplied by ADA
Print quantity	Confirm with Advertising and Exhibitions Coordinator prior to printing

*Amendments and cancellations accepted up to 10 days after booking deadline.

Artwork Specifications

Size requirements



Half page horizontal
120 mm (height) x 180 mm (width) no bleed



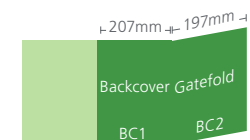
Full page
Type size 241 mm (height) x 180 mm (width)
Bleed size 303 mm (height) x 216 mm (width)
Trim size 297 mm (height) x 210 mm (width)



Double page spread
Type size Refer to full page specs per page, unless advert bleeds across spread
Bleed size 303 mm (height) x 432 mm (width)
Trim size 297 mm (height) x 420 mm (width)



Loose leaf flyers
Standard trim size 293 mm (height) x 207 mm (width)
Non-standard Contact to Advertising and Exhibitions Coordinator



Backcover Gatefold

Back Cover - 1
207mm (width) x 297mm (height)
Back Cover - 2
197mm (width) x 297mm (height)

*Price on application for Loose Leaf Flyers (LLF) and Back Cover Gatefold (BCG)

Artwork material requirements

All advertising (including loose leaf flyers prior to printing) published in the ADA News Bulletin is subject to editorial approval prior to acceptance and must conform with the Australian Dental Association Advertising Code which is available on the ADA website ada.org.au

All advertising material files to be supplied as **print ready PDFs**, with the following settings:

- **300 dpi – high resolution digital images**
- **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**

A **production charge** may be added for artwork not supplied to specification or requiring revision.

If supplying InDesign, Illustrator or Photoshop files, please ensure a packaged folder is provided with linked imagery, fonts and the original file. Word, Publisher and PowerPoint files are not acceptable.

All advertising material must be compliant with:

- **ADA Advertising Code (current)**
- **ADA Advertising Terms and Conditions**

Refer to ADA website ada.org.au

Member online classifieds

ADA members can place and self-manage their own classified advertisements on the following pages, which are viewable by all visitors to the ADA website:

Jobs Board ada.org.au/jobsboard

Practices for Sale ada.org.au/practicesforsale

Equipment for Sale ada.org.au/preownedequipment

To place an advertisement online, members will need to do the following:

- **Log in** using federal membership number and password
- Go to **MyADA** on the main navigation bar
- Click **classifieds** on the right-hand side and post the advertisement

If you need assistance, please email advertising@ada.org.au

Accounts information

Payment

Payment is required in Australian dollars (AUD). Rates quoted are GST inclusive.

Credit card payment preferred options

MasterCard, VISA or American Express. No fees charged for credit card payment.

Overseas advertisers

Electronic funds transfer (EFT) is available. Please contact ADA accounts for bank details.

Agency commission

Agency commission (10%) is available to agencies who choose to comply with News Bulletin deadlines, policy and pay invoices within 30 days.

Please contact ADA Accounts regarding compliance issues related to agency commission.

Email: accounts@ada.org.au

Booking terms and conditions

Artwork revisions

Changes or updates to previously submitted material must be advised in writing including description of changes. Artwork is to be resupplied in full within 10 days of the original booking material deadline for the issue in production.

Advertorial

Unpaid advertorial is not accepted.

Booking request

All advertising booking requests and instructions are required in writing via email: advertising@ada.org.au prior to deadline (refer to 2021 Advertising Booking and Artwork Deadlines above).

All contact details are required for liaising with the advertiser. Invoicing information is required if different to contact details and a postal address for delivery of a copy of the magazine.

Booking cancellation and refunds

Refunds cannot be made for cancellation requests received after the booking deadline. Refunds need to be requested in writing and will only be considered if compliant with booking terms and conditions.

Where volume bookings are cancelled, advertisers may be required to pay the difference between the casual rate and special negotiated rate.

The ADA reserves the right to refuse or to modify any advertisement, or to interrupt any series or sequence of advertisements.

CPD compliancy

Your submission of artwork for publication or distribution carries with it an assumed compliance with current Dental Board of Australia Guidelines on Continued Professional Development.

Congress embargo is applicable for 2021.

Exclusivity/competitive services

The ADA is unable to accept artwork from advertisers whose products contravene existing exclusivity agreements or compete with our services.

Editor's discretion placement

All display advertising (except for preferred position bookings) are placed at the 'editor's discretion' and this is generally determined by the layout development of each issue.

Australian Dental Association Advertising Code

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