The News Bulletin publishes news and information for dental professionals.

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

Payment
Rates shown are GST inclusive. Payments required in AUD currency.
Email: accounts@ada.org.au

Circulation Estimate
15,600 consisting of ADA members and independent subscribers.

Publication Frequency
The News Bulletin is published 11 times each year (Feb – Dec) and aims to be lodged with Australia Post the first week of the issue month.

Advertisers receive one complimentary hard copy of the magazine in which their advertisement appears.

---

4 Colour Display

Preferred Position Rates

<table>
<thead>
<tr>
<th>Positions (subject to availability)</th>
<th>AUD per issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside front cover</td>
<td>IFC</td>
</tr>
<tr>
<td>Inside back cover</td>
<td>IBC</td>
</tr>
<tr>
<td>Outside back cover</td>
<td>OBC</td>
</tr>
</tbody>
</table>

Editor’s Discretion Placement

<table>
<thead>
<tr>
<th>Casual Booking Rate</th>
<th>1 x issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>FP</td>
</tr>
<tr>
<td>Half page horizontal</td>
<td>HPH</td>
</tr>
<tr>
<td>Double page spread</td>
<td>DPS</td>
</tr>
</tbody>
</table>

Multiple Booking Commitment*

<table>
<thead>
<tr>
<th>6 x issue</th>
<th>11 x issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>FP</td>
</tr>
<tr>
<td>Half page horizontal</td>
<td>HPH</td>
</tr>
<tr>
<td>Double page spread</td>
<td>DPS</td>
</tr>
</tbody>
</table>

*A confirmed booking agreements required

---

Specifications

Size Requirements

- Half page horizontal
  - 120 mm x 180 mm

- Full page
  - (non-bleed/type size) 241 mm x 180 mm
  - (trim size) 297 mm x 210 mm
  - (bleed size) 303 mm x 216 mm

- Double page spread
  - (DPS) 297 mm x 420 mm

Artwork Requirements

All 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

Artwork not supplied to specifications or requiring revisions may incur an additional production charge.

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 supplied artwork must be compliant with:
- ADA's Advertising Code
- ADA's Advertising Terms and Conditions
Available to be viewed on the ADA website.

---

Amendments and cancellations accepted up to 10 days past booking deadline

---

ada.org.au
Rates

<table>
<thead>
<tr>
<th>Pre-printed Insert/Onsert</th>
<th>1 x issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard: single A4 double sided sheet</td>
<td>$4,220</td>
</tr>
<tr>
<td>Non-standard size/folds - hand drop</td>
<td>POA</td>
</tr>
<tr>
<td>Multi page leaflets/booklets or glue tip</td>
<td>POA</td>
</tr>
<tr>
<td>Non-standard weight</td>
<td>POA</td>
</tr>
</tbody>
</table>

Flyer Deadline Guide

**Loose Leaf Flyer Deadline**

- Material supply/artwork approval one month prior to issue e.g. 1 June deadline for July issue
- Mailing house delivery due two weeks prior to issue e.g. 15 June deadline for July issue
- ADA approval is required prior to printing flyers
- Repeat flyers are to be resupplied each booking

**Size requirements**

- Standard A4 trim size 293 mm x 207 mm (unfolded) 100 gsm

---

**Standard Classifieds**

**Rates**

**Standard Mono Running Lines**

$15 per line (or part thereof) minimum charge of $75 = 5 lines

**Standard classifieds deadline**

Day 10 of the month prior to issue e.g. 10 June deadline for July issue

**To make a booking send the following information via email:**
- full contact details and invoicing information
- content and instructions to advertising@ada.org.au

A quote and draft will be provided/layout suggestions as required.

**Exclusive member option**

**Complimentary online member only option**

As part of their membership, ADA members can place and self-manage classifieds ads 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

Only ADA members can place ads on these pages, to do so:

- log-in using federal membership number and password
- go to MyADA on the main navigation bar
- click Classifieds on the right hand side to post an ad

If you need help, please email contact@ada.org.au

---

**Display Classifieds**

**Rates**

**Single Colour**

<table>
<thead>
<tr>
<th>$60 colour loading</th>
</tr>
</thead>
<tbody>
<tr>
<td>e.g. logo or border</td>
</tr>
</tbody>
</table>

**Display Classified**

<table>
<thead>
<tr>
<th>4-colour</th>
<th>Mono</th>
</tr>
</thead>
<tbody>
<tr>
<td>Half page (h)</td>
<td>$2,350</td>
</tr>
<tr>
<td>Quarter page</td>
<td>$1,400</td>
</tr>
<tr>
<td>Single column</td>
<td>$1,100</td>
</tr>
</tbody>
</table>

**Display classifieds deadline**

Day 10 of the month prior to issue e.g. 10 June deadline for July issue

**Size requirements**

- Half page horizontal 120 mm x 180 mm
- Single Column 241 mm x 55 mm
- Quarter page 120 mm x 117 mm

**Magazine Subscription Rates**

<table>
<thead>
<tr>
<th>Location Rate</th>
<th>Per calendar year 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>$165</td>
</tr>
<tr>
<td>Overseas Airmail</td>
<td>$207</td>
</tr>
<tr>
<td>Single copy (within Australia)</td>
<td>$28</td>
</tr>
<tr>
<td>Single copy (overseas)</td>
<td>$32</td>
</tr>
</tbody>
</table>

To download subscription form visit ada.org.au

Email: advertising@ada.org.au
News Bulletin Print Advertising
2018 Rate Card

Accounts Information
Contact
Email: accounts@ada.org.au
Telephone: 02 8815 3333

Payment
Payment is required in Australian dollars (AUD).
Rates quoted are GST inclusive.
Credit card payment preferred options:
MasterCard, VISA or American Express.

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

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

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
10% agency commission is available to agencies that choose to
comply with News Bulletin deadlines, policy and pay invoices in
full within 30 days.

Please contact ADA accounts regarding any payment compliance
issues related to an agency discount.

Refunds
Refunds need to be requested in writing and will only be
considered if compliant with booking terms and conditions.

Booking Terms and Conditions
Artwork Revisions
Changes or updates to previously submitted material must be
advised in writing including description of change. Artwork is to
be resubmitted in full prior to the amendment deadline of 10 days
past the issue supply deadline.

Advertorial
Unpaid advertorial content is not accepted.

ADA Branch /ADA Affiliated Organisation
Advertising discount rate is available upon request.

Booking Request
Advertising booking requests and instructions are required in
writing via email to advertising@ada.org.au prior to deadlines.
Contact details are required for liaising with the advertiser
Invoicing information required if different to contact details
postal address required to enable delivery of the magazine.

Booking Cancellation
Refunds cannot be made for cancellation requests received more
than 10 days after the booking deadline.
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 may be passed
onto the advertiser.

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

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).

Continued Professional Development (CPD)
The ADA’s publications will not promote a convention, scientific
meeting or continuing professional development related activity
should the ADA determine that it may impact attendance at an
ADA Inc. or ADA Branch CPD event.

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 not applicable in 2018

Exclusivity
The ADA is unable to accept artwork from advertisers whose
products contravene existing exclusivity agreements.

Editor’s Discretion Placement
All standard display advertising and classified bookings are
placed at the editor’s discretion and this is generally determined
by the layout development of each issue.

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
available on the ADA website, ada.org.au.