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.

**Editor’s discretion bookings**

<table>
<thead>
<tr>
<th>Casual Booking Rates incl GST</th>
<th>6 x issue</th>
<th>11 x issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page (FP)</td>
<td>$3,290</td>
<td></td>
</tr>
<tr>
<td>Half page horizontal (HPH)</td>
<td>$2,350</td>
<td></td>
</tr>
<tr>
<td>Double page spread (DPS)</td>
<td>$6,570</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Multiple Booking Rates incl GST</th>
<th>6 x issue</th>
<th>11 x issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$3,140</td>
<td>$2,980</td>
</tr>
<tr>
<td>Half page horizontal (HPH)</td>
<td>$2,240</td>
<td>$2,120</td>
</tr>
<tr>
<td>Double page spread (DPS)</td>
<td>$5,920</td>
<td>$5,330</td>
</tr>
</tbody>
</table>

**Loose Leaf Flyer (LLF)**

- **Standard**
  - Regular: 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

**Loose Leaf Flyers (LLF) Deadlines**

- Standard: A4 printed both sides
  - 120 mm (height) x 180 mm (width) no bleed
- Non-standard size/folds - hand drop: POA
- Multi page leaflets/booklets or glue tip: POA
- Non-standard weight: POA

**Artwork Specifications**

**Size requirements**

- **Half page horizontal**
  - 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)

**2019 Advertisers rates**

**Display advertisements**

<table>
<thead>
<tr>
<th>Preferred Positions</th>
<th>AUD per issue incl GST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside front cover (IFC)</td>
<td>$3,610</td>
</tr>
<tr>
<td>Inside back cover (IBC)</td>
<td>$3,610</td>
</tr>
<tr>
<td>Outside back cover (OBC)</td>
<td>$3,960</td>
</tr>
</tbody>
</table>

**2019 booking and artwork deadlines**

<table>
<thead>
<tr>
<th>Issue month</th>
<th>Deadline*</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>1 Dec 2018</td>
</tr>
<tr>
<td>March</td>
<td>1 Jan 2019</td>
</tr>
<tr>
<td>April</td>
<td>1 Feb 2019</td>
</tr>
<tr>
<td>May</td>
<td>1 Mar 2019</td>
</tr>
<tr>
<td>June</td>
<td>1 Apr 2019</td>
</tr>
<tr>
<td>July</td>
<td>1 May 2019</td>
</tr>
<tr>
<td>August</td>
<td>1 Jun 2019</td>
</tr>
<tr>
<td>September</td>
<td>1 Jul 2019</td>
</tr>
<tr>
<td>October</td>
<td>1 Aug 2019</td>
</tr>
<tr>
<td>November</td>
<td>1 Sep 2019</td>
</tr>
<tr>
<td>December</td>
<td>1 Oct 2019</td>
</tr>
</tbody>
</table>

*Amendments and cancellations accepted up to 10 days after booking deadline.*
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 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 2019 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.