

# News Bulletin Print Advertising 2018 Rate Card

## Information



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

### Enquiries and bookings

Email: [advertising@ada.org.au](mailto:advertising@ada.org.au)

### Payment

Rates shown are GST inclusive.  
Payments required in AUD currency.  
Email: [accounts@ada.org.au](mailto: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

Positions (subject to availability)		AUD per issue
Inside front cover	IFC	\$3,610
Inside back cover	IBC	\$3,610
Outside back cover	OBC	\$3,960

### Editor's Discretion Placement

Casual Booking Rate		1 x issue	
Full page	FP	\$3,290	
Half page horizontal	HPH	\$2,350	
Double page spread	DPS	\$6,570	
Multiple Booking Commitment*		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

\*Confirmed booking agreements required




### Booking and Artwork Supply Deadlines

Issue month	Deadline	Issue month	Deadline
No January publication		July	1 May 2018
February	1 Dec 2017	August	1 Jun 2018
March	1 Jan 2018	September	1 Jul 2018
April	1 Feb 2018	October	1 Aug 2018
May	1 Mar 2018	November	1 Sep 2018
June	1 Apr 2018	December	1 Oct 2018

Amendments and cancellations accepted up to 10 days past booking deadline

## Specifications

### Size Requirements

	<b>Half page horizontal</b> 120 mm x 180 mm
	<b>Full page</b> (non-bleed/type size) 241 mm x 180 mm (trim size) 297 mm x 210 mm (bleed size) 303 mm x 216 mm
	<b>Double page spread</b> (DPS) 297 mm x 420 mm

### Artwork Requirements

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

- 300dpi \_ 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.

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## Loose Leaf Flyer (LLF)

### Rates

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

### 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

<b>Quantity</b>	please confirm at approval stage
<b>Printer delivery</b>	mailing house address on booking form
<b>Identification</b>	a delivery label template is available
<b>Confirmation</b>	please advise ADA of delivery date

### Size requirements



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

## Standard Classifieds

### Rates

Standard Mono Running Lines
<b>\$15 per line (or part thereof) minimum charge of \$75 = 5 lines</b>
Standard classifieds deadline
<b>Day 10 of the month prior to issue</b> 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 <a href="mailto:advertising@ada.org.au">advertising@ada.org.au</a>
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 <a href="http://ada.org.au/jobsboard">ada.org.au/jobsboard</a> - Practices for Sale <a href="http://ada.org.au/practicesforsale">ada.org.au/practicesforsale</a> - Equipment for Sale <a href="http://ada.org.au/preownedequipment">ada.org.au/preownedequipment</a>
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 <a href="mailto:contact@ada.org.au">contact@ada.org.au</a>

## Display Classifieds

### Rates

Single Colour	Standard Mono	Specifications
\$60 colour loading e.g. logo or border	\$50 per 10 mm column deep	55 mm column width
Display Classified	4-colour	Mono
Half page (h)	\$2,350	\$1,010
Quarter page	\$1,400	\$730
Single column	\$1,100	\$560
Display classifieds deadline		
<b>Day 10 of the month prior to issue</b> e.g. 10 June deadline for July issue		

### Size requirements

 Half page <i>horizontal</i> 120 mm x 180 mm	 Single Column 241 mm x 55 mm
 Quarter page 120 mm x 117 mm	

### Magazine Subscription Rates

Location Rate	Per calendar year 2018
Australia	\$165
Overseas Airmail	\$207
Single copy (within Australia)	\$28
Single copy (overseas)	\$32

To download subscription form visit [ada.org.au](http://ada.org.au)

# News Bulletin Print Advertising 2018 Rate Card

## Accounts Information

### Contact

Email: [accounts@ada.org.au](mailto: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 resupplied 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](mailto: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](http://ada.org.au).