News Bulletin Print Advertising
2020 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

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**2020 Advertising rates**
Rates are all full colour

**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>
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**Editor’s discretion bookings**

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<th>Casual Booking Rates incl GST</th>
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**Loose Leaf Flyers (LLF) Deadlines**

**Approval of content prior to printing**

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**Editor’s discretion bookings (continued)**

<table>
<thead>
<tr>
<th>Loose Leaf Flyer (LLF)</th>
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</tr>
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<tbody>
<tr>
<td>Standard: A4 printed both sides</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>
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**2020 booking and artwork deadlines**
**Display advertising deadlines**

<table>
<thead>
<tr>
<th>Issue month</th>
<th>Deadline*</th>
</tr>
</thead>
<tbody>
<tr>
<td>No January publication</td>
<td></td>
</tr>
<tr>
<td>February</td>
<td>1 Dec 2019</td>
</tr>
<tr>
<td>March</td>
<td>1 Jan 2020</td>
</tr>
<tr>
<td>April</td>
<td>1 Feb 2020</td>
</tr>
<tr>
<td>May</td>
<td>1 Mar 2020</td>
</tr>
<tr>
<td>June</td>
<td>1 Apr 2020</td>
</tr>
<tr>
<td>July</td>
<td>1 May 2020</td>
</tr>
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<td>November</td>
<td>1 Sep 2020</td>
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**Loose Leaf Flyers (LLF) Deadlines**

**Approval of content prior to printing**

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**Refer to 2020 booking and artwork deadlines**

- 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

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**Artwork Specifications**
**Size requirements**

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**Backcover Gatefold**

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<td>Back Cover - 1</td>
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*Price on application for Loose Leaf Flyers (LLF) and Back Cover Gatefold (BCG)

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**Approvals of content prior to printing**

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- Delivery **no later** than 15th of the month prior to issue month
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**Print quantity**

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*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 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.

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 2020.

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

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