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

<table>
<thead>
<tr>
<th>Preferred Positions</th>
<th>AUD per issue incl GST</th>
</tr>
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<tbody>
<tr>
<td>Inside front cover (IFC)</td>
<td>$3,610</td>
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Editor’s discretion bookings

Casual Booking Rates incl GST

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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)

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  - **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

2021 booking and artwork deadlines

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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

- 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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All advertising materials 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 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.

**Advertisor**

Unpaid advertiser is not accepted.

**Booking request**

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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.

Concessional booking 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.

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