

ADVERTISING RATES 2009

Dental**trader**

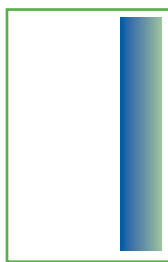
the voice of the trade

Advertising Rates	BDTA member	Non-BDTA member
Special positions		
Outside back cover	£460	£620
Inside back cover	£460	£620
Inside front cover	£460	£620
Standard positions		
Full page	£370	£520
Half page horizontal	£230	£315
Third page vertical	£155	£210
Sponsorship of postal carrier sheet	£155	£210
Advert in Business Services Directory	£75	£100
Inserts	Price dependent on size and weight of insert	

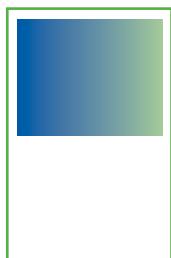
Full page
297mm high x
210mm wide
(+3mm bleed)



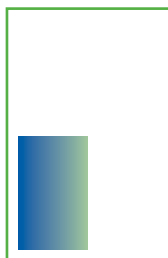
Third page vertical
245mm high x
52mm wide (no
bleed)



Half page horizontal
131 mm high x
175mm wide (no
bleed)



Business Services
Directory Advert
121mm high x
83mm wide (no
bleed)



Other sizes may be available by special arrangement

Publisher

The British Dental Trade Association
Mineral Lane, Chesham, Bucks
HP5 1NL
Tel: 01494 782873
Fax: 01494 786659
e-mail: admin@bdta.org.uk

Advertising enquiries

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Cancellation

In writing 30 days prior to publication

Agency commission

10% commission for all recognised agencies

Acceptance of material

The publishers do not hold themselves responsible for artwork, photographs or CDs left unclaimed for 3 months. All advertisements must comply with The British Code of Advertising Practice.

Artwork requirements

Adverts of 300dpi should be supplied as print ready pdf files and e-mailed to rebeccaevans@bdta.org.uk or sent on CD to Rebecca Evans at the address above by the advertising date shown. Other formats may be accepted by special arrangement. All adverts must be clearly labelled with the relevant issue and contact details of the advertiser.

Copy Dates 2009

	Publication	Advertising	Editorial
Spring	17 March	06 March	27 Feb
Summer	28 May	15 May	08 May
Autumn	15 Sept	04 Sep	28 Aug
Winter	01 Dec	20 Nov	13 Nov

