

ADVERTISING RATES 2012

Dental trader

the voice of the trade

ADVERTISING RATES	BDTA MEMBER	NON-BDTA MEMBER
SPECIAL POSITIONS		
Outside back cover	£520	£695
Inside back cover	£520	£695
Inside front cover	£520	£695
STANDARD POSITIONS		
Full page	£425	£580
Half page horizontal	£275	£360
Third page vertical	£190	£250
Sponsorship of postal carrier sheet	£190	£250
Advert in Business Services Directory	£105	£130
Picture charge (per picture used in Product News)	£90	£105
Inserts	Price dependent on size and weight of insert	

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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 The British Dental Trade Association
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 HP5 1NL
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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

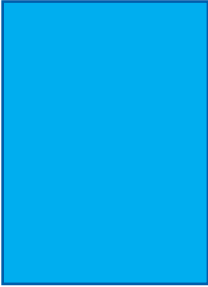
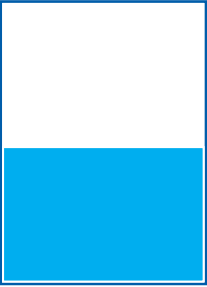
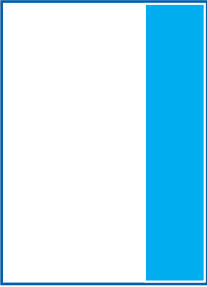

Adverts of 300dpi should be supplied as print ready pdf files and e-mailed to charlotteeames@bdta.org.uk or sent on CD to Charlotte Eames at the address above by the advertising date shown. Other formats may be accepted by special arrangement.

All adverts must be clearly labelled with the relevant issue and contact details of the advertiser.

Prices

All prices quoted exclude VAT.



			
Full page 297mm high x 210mm wide (+3mm bleed)	Half page horizontal 120 mm high x 173mm wide (no bleed)	Third page vertical 245mm high x 52mm wide (no bleed)	Business Services Directory Advert 121mm high x 83mm wide (no bleed)

Other sizes may be available by special arrangement

COPY DATES 2012

	PUBLICATION	ADVERTISING	EDITORIAL
Spring	13 March	02 March	17 February
Summer	12 June	01 June	18 May
Autumn	18 September	07 September	24 August
Winter	04 December	23 November	09 November