



The number of advertisements permitted will be dependent on the magazine page count in any given edition. There will be a direct proportion between the amount of member content to advertisement content. Therefore there is a possibility in some months, that advertisers may have their advertisements rejected for this reason. Please refer to the Artwork Requirements on Pages 3-4 regarding the standard of artwork that will be accepted.

WESTERN ARTICULATOR ADVERTISING RATES - February 2018

Full Colour Rates Only – All Rates GST Inclusive

PREFERRED LOCATION ADVERTISING – A4 FULL PAGE ONLY (* see conditions overleaf)

A4 FULL PAGE Paid in Advance for 11 issues Feb to Dec – 15% Discount Applied

210mm (W) x 297mm (H)	Per Issue	Full Rate	15% Discount
Back Cover	\$1,180	\$12,980	\$11,033
Inside Front Cover	\$1,180	\$12,980	\$11,033
Inside Back Cover.....	\$1,070	\$11,770	\$10,005
After Contents	\$1,070	\$11,770	\$10,005

A4 FULL PAGE

210mm (W) x 297mm (H)

General Position only	\$970
2 Adjacent Pages (excluding centre pages)	\$1,830

HALF PAGE LANDSCAPE

210mm (W) x 147mm (H) General Position only	\$485
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HALF PAGE (VERTICAL STRIP)

100mm (W) x 297mm (H) General Position only	\$485
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QUARTER PAGE BLOCK

90mm (W) x 130mm (H) General Position only	\$325
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QUARTER PAGE LANDSCAPE

190mm (W) x 60mm (H) General Position only	\$325
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MINIMUM SIZE - SINGLE COLUMN WIDTH

55mm (W) x 86mm (H) Classified Ads Page	\$160
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PROFESSIONAL NOTICES – Members Only

90mm (W) x 62mm (H)	FREE
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Restricted to 3 insertions only for new specialist appointments or changes to practice address or contact details.

ALLIED SERVICES TEXT AD (maximum 15 lines single column) Classified Ads Page

Members	\$45
Non Members	\$75

CLASSIFIED ADVERTISEMENTS – TEXT ONLY

Members Unlimited Ads (minimum details format)	FREE
Non Members (minimum details format)	\$75

INSERTS (1,850 required)	\$1,180
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Paper plus B&W Photocopying (if required)	\$110
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See Pages 3-4 for Artwork Requirements & Print Specifications

ACCEPTANCE

All advertisements are accepted at the discretion of the ADA WA Newsletter Editor and/or CEO & Executive.

AFFILIATED SOCIETIES' DISCOUNT

A 30% discount is offered to Affiliated Societies on the full rates quoted, for display advertising and inserts.

QUANTITY DISCOUNTS

Discount only applies for **FULL** Payment in Advance on standard rates only.

Terms strictly 30 days – Late payment will result in discount being reversed.

1 – 2 months	No discount offered
3 – 5 Non-consecutive months....	7.5% discount
3 – 5 Consecutive months	10% discount
6 – 8 Consecutive months	12.5% discount
9 – 11 Consecutive months	15% discount

*** PREFERRED LOCATION ADVERTISING CONDITIONS**

1. Preferred Location advertisements are reserved for A4 full page ads only.
2. All Preferred Location advertisements will be declared vacant for the following year on 1st October each year (or nearest business day following).
3. An advertiser may only retain a particular Preferred Location for one calendar year, and then must reapply after 1st October for an alternative Preferred Location (if still available) for the following calendar year. However, if no other request for their current location has been received by the 15th November (or the nearest business day following), they may remain in that location for another calendar year.
4. Advertisements must be booked for a full calendar year (11 issues February to December).
5. Payment for the full year must be made in advance and will be payable by the last business day in February.
6. A 15% discount will be given off the listed rate.
7. If any locations remain vacant after the beginning of the next year, later bookings for less than 11 editions may be considered at the appropriate discount for the number of editions booked and paid for in advance.

For any enquiries, please contact Brenda Hughes on **(08) 9211 5623**
or email news@adawa.com.au

See Pages 3-4 for Artwork Requirements & Print Specifications



The Western Articulator - Artwork Requirements 2018

We want you to get the most out of your booked advertisement, and we want the best advertisements to be showcased in our magazine.

This means that we are fussy about the quality of advertisements we publish.

- All advertisements should be (or appear to be) professionally designed.
- All advertisements that are supplied as final artwork must meet the specifications outlined in this document.

Paid Advertisement Requirements (Artwork Supplied):

Print Specifications:

Ad Size	Trim Size*	Bleed Size**	Type Size***
Full Page	210mm (W) x 297mm (H)	220mm (W) x 307mm (H)	190mm (W) x 277mm (H)
Half Page (Landscape)	210mm (W) x 147mm (H)	220mm (W) x 157mm (H)	190mm (W) x 127mm (H)
Half Page (Vertical)	100mm (W) x 297mm (H)	110mm (W) x 307mm (H)	80mm (W) x 277mm (H)
Minimum Size Portrait (Classifieds Section)	55mm (W) x 86mm (H)	55mm (W) x 86mm (H) (no bleed applicable)	45mm (W) x 76mm (H)

* Trim size is the final visible artwork size.

** Bleed size is the final artwork size, inclusive of 5mm bleed around all edges (if applicable).

*** Type size is the area that all text should sit within to ensure it is a safe distance from the page edge.

Artwork Requirements:

- Final artwork must be supplied as a high-resolution PDF file with all fonts embedded.
- Final artwork must be set up to the exact trim size provided above.
- Ensure the artwork is set up using the CMYK (Cyan, Magenta, Yellow, Black) colour mode.
- Please make sure any Spot/Pantone colours used are converted to a process/CMYK value.
- All images within the PDF document must be CMYK and a minimum of 300dpi.
- Allow for 5mm bleed around all edges, unless otherwise specified.
- Font sizes should not be smaller than 6pt at 100% scale. Fonts should be a slightly bolder weight when reversed out of a dark background.

Volunteer Opportunities Requirements:

To ensure consistency, all volunteer opportunity advertisements must follow the following format:

To be supplied:

- A high-quality version of your logo (JPEG, PNG, PDF, AI or EPS).
- The following written content:

Text:	Requirements:	Please Supply:
Business Name:	<i>Your Business Name</i>	
Contact Information:	<p><i>Please Follow the following format:</i></p> <ul style="list-style-type: none"> • <i>Contact Person's Name:</i> • <i>Contact Person's Title: (optional)</i> • <i>Maximum of 3 contact methods (phone, email, website, address, faxetc)</i> 	Name: Title (optional): Contact 1: Contact 2: Contact 3:
Volunteer Opportunity Details:	<i>All relevant information about your opportunity - please limit this to 75 words or less.</i>	

Professional Notice Requirements:

Size: 90mm wide x 62mm high

Please include:

- A high-quality version of your logo and/or a personal headshot (JPEG, PNG, PDF, AI or EPS).
 - Written description, including headline (*please limit this to 30 words or less **NOT** including contact information*).
 - Contact information.
 - Final artwork must be supplied as a high-resolution PDF file with all fonts embedded.
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Classifieds Requirements:

To ensure consistency, all Classifieds bookings must follow the following format:

Text:	Requirements:	Please Supply:
Headline:	<i>Please limit this to 8 words or less.</i>	
Classifieds:	<i>Please Follow the following format:</i> <ul style="list-style-type: none">• <i>Description including all relevant information</i>• <i>Contact Details</i> <i>Please keep total content (Headline, description and contact details) to 65 words or less.</i>	

Corporate Partnership Requirements:

Print Specifications:

Ad Size	Trim Size*	Bleed Size**	Type Size***
Corporate Partnerships (Landscape)	178mm (W) x 75mm (H)	178mm (W) x 75mm (H) <i>(no bleed applicable)</i>	168mm (W) x 65mm (H)

* *Trim size is the final visible artwork size.*

** *Bleed size is the final artwork size, inclusive of 5mm bleed around all edges (if applicable).*

*** *Type size is the area that all text should sit within to ensure it is a safe distance from the page edge.*

Artwork Requirements:

- Final artwork must be supplied as a high-resolution PDF file with all fonts embedded.
 - Final artwork must be set up to the exact trim size provided above.
 - Ensure the artwork is set up using the CMYK (Cyan, Magenta, Yellow, Black) colour mode.
 - Please make sure any Spot/Pantone colours used are converted to a process/CMYK value.
 - All images within the PDF document must be CMYK and a minimum of 300dpi.
 - Allow for 5mm bleed around all edges, unless otherwise specified.
 - Font sizes should not be smaller than 6pt at 100% scale. Fonts should be a slightly bolder weight when reversed out of a dark background.
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ADVERTISING CODE

Governing acceptance of advertising material in publications of the
AUSTRALIAN DENTAL ASSOCIATION (WA BRANCH) INC

1. DEFINITIONS

- 1.1 'ADA WA' shall mean the Australian Dental Association (WA Branch) Incorporated.
- 1.2 'Advertising' or 'advertisement' shall mean the publication or promotion of any product, service or item of information.
- 1.3 'Publications' shall mean scientific journals, magazines, books, newsletters, electronically recorded publications, ADA WA web-based publications, emails or other material published by ADA WA.

2. GENERAL CONDITIONS

- 2.1 The inclusion of advertising in ADA WA publications has as a primary objective, the conveying of information about products or services used in dentistry or related activities, and other areas of interest to dentists and other readers of the publications. Advertisements that do not contribute to this purpose may be rejected. Advertisements that conflict with the ideals, objectives, policies, products and services of the ADA WA may be rejected at the discretion of the ADA WA Newsletter Editor and/or CEO & Executive.
- 2.2 Conformity with, and acceptance of the requirements and stipulations of this Code is a condition of the acceptance of an advertisement. If in the judgement of ADA WA an advertisement does not conform with the spirit and intent of the Code, it may be rejected. ADA WA reserves the right to refuse or to modify any advertisement, or to interrupt any series or sequence of advertisements.
- 2.3 ADA WA shall retain the right to modify the Code, according to perceived need.
- 2.4 The Code is to be read in conjunction with the provisions of Commonwealth and State law applicable to the product or service to be advertised or to the advertising thereof; and also in conjunction with the Therapeutic Advertising Code promulgated by the Media Council of Australia.
- 2.5 The Advertiser in lodging any advertisement shall be deemed to have given assurances to the ADA WA of compliance with any requirements of law affecting the product or service or the advertising of the product.
- 2.6 The Advertiser shall undertake to indemnify ADA WA against all actions, costs, damages, expenses and other liability whatsoever that ADA WA may suffer or incur by reason of the publication of the advertisement. This indemnity shall not be affected by the fact of ADA WA evaluating the advertisement or the content thereof as suitable for publication.

3. MATERIAL TO BE SUPPLIED

- 3.1 The Advertiser shall supply artwork and copy in a form sufficiently developed to permit an accurate assessment of the proposed content, meaning and purpose of the advertisement, sufficiently in advance of the copy deadline to permit assessment.
- 3.2 If not included in the advertising copy, or if not set out in sufficient detail in the copy, the advertiser shall supply:
 - 3.2.1 Identity of the active ingredient(s) of the preparation (where applicable).
 - 3.2.2 Indications and contra-indications of therapeutic products.
 - 3.2.3 A statement of any known side-effects or hazards that may result from the use of the product.
- 3.3 In any instance where there is a legal requirement that an advertisement for a therapeutic product be accompanied by an abridged Product Information statement (API) the intending Advertiser shall supply the API and the cost of publishing the API shall be deemed to be additional to the cost of the advertisement when extra space is required.

4. SPECIFIC CONTENT REQUIREMENTS

- 4.1 The content of advertising must recognise the professional standing of the likely readership and it should therefore reflect professional standards of good taste and dignity and in these matters ADA WA shall be the sole arbiter.
- 4.2 The copy, illustrations and presentation must have as a self-evident prime purpose the conveying of useful information to dentists. Information so conveyed must be professional, clinical and technical rather than general or consumer oriented in its nature.
- 4.3 Advertisements must be clearly recognisable as such. The presentation of advertisements should not resemble editorial content.

5. VALIDATION OF CLAIMS

- 5.1 An advertisement must be accurate in fact and in implication; must not include misleading statements, half truths or unverifiable claims; and must not tend to arouse unwarranted expectations of product or service effectiveness.
- 5.2 Where claims are made for the safety, efficacy or performance of a product or service, the Advertiser shall supply evidence of the safety, efficacy or performance, and the evidence so supplied shall include all evidence upon which the Advertiser depends to justify such claims. Where such evidence includes scientific papers, copies of the papers shall be supplied on request, and the ADA WA reserves the right to withhold publication of the submitted advertisement until satisfactory reports have been obtained from ADA WA's referees. Documentation not in English shall be accompanied by an English translation.
- 5.3 Evidence offered in support of claims must be based on current scientific knowledge, and reflect the entirety of the available knowledge on the subject.
- 5.4 Claims of product or service efficacy based on a single study distant from currently accepted knowledge on the subject are at a greater risk of rejection. Note: ADA WA accepts that there are occasions in scientific development where a new study may reach conclusions at variance with current opinion. Advertisers are advised that acceptance of such evidence in advertising when first available is not likely, pending assessment of the validity of the study by the scientific community following publication. A factor favouring acceptance would be the publication of such a study in a well accepted, independently refereed scientific journal. While the ultimate decision on such matters would depend upon case-by-case judgements at editorial discretion, ADA WA will not, in general, afford credence to controversial viewpoints by exposure in advertising copy, until a consensus on the topic is reasonably established in the scientific community.

6. REFERENCE TO COMPETING PRODUCTS

Comparisons with other products or services of a similar type may only be of a factual nature, and the evidence presented must be clear, fair and capable of corroboration. Direct or implied disparagement of identified competing products or services is unacceptable. Identification may be direct identification, or identification by context or by inference. Advertisement content that seeks to compare products or services may be admitted only where the comparison is drawn from acceptable scientific papers in a fair manner; where the evidence drawn from the papers is presented in a context and in a manner that is not misleading and is consistent with the findings of the quoted paper; and where the source paper is identified in the advertising copy.

7. APPEAL PROVISION

Where an Advertiser may be aggrieved by a decision to refuse, to modify or to interrupt an advertisement or series of advertisements, an appeal may be made to the Executive of ADA WA and this body shall be the ultimate arbiter of the matter.

8. MISCELLANEOUS

Information on prices of products or services may be admitted to advertisements provided it is a minor element of the content of the advertisement; is not couched in aggressive or comparative terms, and is presented so that it is self-evident that the inclusion of the price information is intended to convey no more than an indication of the order of magnitude of the price.