



ADA NSW Centre for
Professional Development
Australia's leading provider of dental professional development

Advertising Media Kit 2016

The ADA NSW Centre for Professional Development (CPD) is a division of the Australian Dental Association (NSW Branch) Limited, and was established in 2003.

CPD delivers continuing professional development activities to dentists, hygienists, dental assistants and practice managers through our state of the art training facilities. CPD is renowned throughout the profession as a high quality education provider attracting participants from throughout Australia and New Zealand.

ADA NSW CPD has over 10,000 members and we communicate with our audience through print, email and mobile devices.

Program Guide Advertising

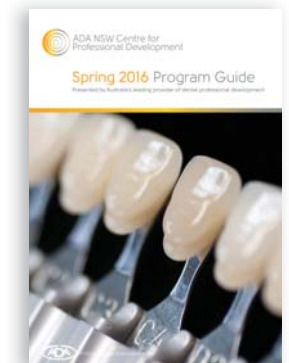
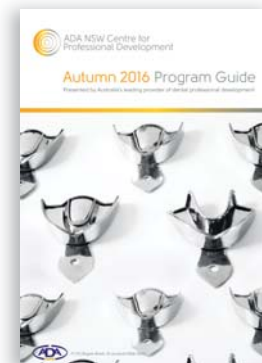
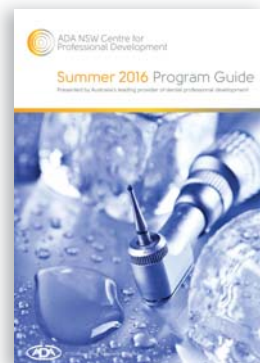
The ADA NSW Centre for Professional Development Program Guide is produced quarterly and is direct mailed to all ADA members in Australia including ADA NSW CPD customers throughout Australia and New Zealand. Our program guide reaches approximately 16,000 dental practitioners.

Advertising Rates (10% GST to be added to all rates):

	Casual	2x	3x	4x	Prepaid 4x
Full Page (A4 Portrait)	\$2,395	\$2,275	\$2,155	\$1,995	\$1,885
Double Page Spread	\$3,995	\$2,560	\$2,430	\$2,305	\$2,155
Inside Front Cover	\$2,995	-	-	-	-
Back Cover (A4 Portrait)	\$3,895	-	-	-	-
Half Page (A5 Landscape) <i>*available on back page only</i>	\$1,595	\$1,515	\$1,435	\$1,355	\$1,275

Artwork Deadlines (No artwork will be accepted after the deadline):

Edition	Deadline Dates	Publication Date (dates approximate)
Summer 2016 Edition	Friday, 23 October 2015	7 December 2015
Autumn 2016 Edition	Friday, 29 January 2016	7 March 2016
Winter 2016 Edition	Friday, 29 April 2016	6 June 2016
Spring 2016 Edition	Friday, 29 July 2016	5 September 2016



Artwork Specifications:

We accept files from the following applications (Mac OS Platform):

- Adobe Acrobat Print Quality PDFs (preferred)
- Adobe Illustrator (up to CS6)
- Adobe InDesign (up to CS6)
- Adobe Photoshop (up to CS6)

Artwork in any other file format cannot be accepted.

If supplying artwork in any file format other than PDF, please supply all images and fonts for accurate output.

For artwork in Illustrator please make sure all fonts are outlined.

Please include a colour copy as reference if sending artwork by mail or courier.

Ensure that all images supplied are at a resolution of 300dpi and CMYK. The program guide is printed in CMYK, so please convert all PMS colours to CMYK format. For rich blacks we recommend using 100% black, 10% Cyan, 10% Magenta and 10% Yellow.

Any artwork that is supplied incorrectly will be rejected, or a fee will be incurred to rectify any pre-printing problems.

Artwork Sizes:

Full Page (Portrait)

Trim 210mm wide x 297mm deep
please include trim marks on artwork

Type Please make sure all text sits at least 5mm from trim, ideally 10mm

Bleed Please supply with 5mm bleed all round

Half Page (Landscape)

Trim 210mm wide x 148.5mm deep
please include trim marks on artwork

Type Please make sure all text sits at least 5mm from trim, ideally 10mm

Bleed Please supply with 5mm bleed all round

Placement:

Advertising space will generally be on left hand pages of the Program Guide with the exception of the back cover.





Scientia CPD eNewsletter

The ADA NSW Centre for Professional Development Scientia eNewsletter is sent out to over 5000 subscribers monthly, displaying upcoming news within ADA NSW CPD.

Banner Advertisement

Size: 585 pixels x 125 pixels @ 72dpi
The banner ad appears at the base of the eNewsletter

Rate: \$295 ex GST per month

Deadline: Scientia is released at 2pm on the last Tuesday of each month. Material to be submitted by 5pm on the Friday prior.

ADA CPD Mobile & Tablet Device App

The ADA NSW CPD Mobile & Tablet Device App, 'CPD Learn', has over 1000 users and features information on CPD courses, events and other member services.

A rotating advertising banner is available at the base of each screen.

Size: 640 pixels x 110 pixels @ 72dpi
The ad appears at the base of the app's home and screen pages

Rate: \$495 ex GST per month

Deadline: The banner is advertised per calendar month. Material to be submitted by the 20th of the prior month.

Supplying Files

Files can be supplied in the following media formats:

- Email
- USB Drives (these will be returned)
- Upload via file transfer, we recommend www.hightail.com

Payment:

Due within seven (7) days of invoice.

Contact:

Rosina Rocca,
Events and Marketing Coordinator
ADA NSW Centre for Professional Development
E: rosina.rocca@adacpd.com.au
P: 02 8436 9959
F: 02 8436 9933

Advertising Code

Advertising Code governing acceptance of advertising material in publications of ADA NSW Centre for Professional Dental Development Ltd.

1 DEFINITIONS

- 1.1 ADA NSW CPD means the Australian Dental Association (NSW Branch) Centre for Professional Dental Development Ltd.
- 1.2 Advertising or Advertisement means the publication or promotion of any product, service or item of information.
- 1.3 Advertiser means the person submitting the advertisement to ADA NSW CPD and includes their employees, contractors and agents.
- 1.4 Code means the ADA NSW CPD Advertising Code.
- 1.5 Publications means magazines, books, newsletters, electronically recorded publications, or other material published by ADA NSW CPD from time to time.

2 PURPOSE OF CODE

- 2.1 This Code sets out the ADA NSW CPD Policy on acceptance of advertising material in publications of ADA NSW CPD. ADA NSW CPD reserves the right to place further conditions on its acceptance of advertising material at its discretion.
- 2.2 By submitting advertising material to ADA NSW CPD for consideration by ADA NSW CPD for inclusion in publications, the Advertiser agrees that the Advertiser has accepted the terms of the Code.
- 2.3 ADA NSW CPD may modify the Code at its discretion. While ADA NSW CPD will use its best efforts to advise such changes to known advertisers and agencies in a timely manner, Advertisers agree to be bound by the Code applicable at the time of the proposed advertising.

3 GENERAL CONDITIONS

- 3.1 The inclusion of advertising in ADA NSW CPD publications has as a primary objective, providing information about products or services used in dentistry to dentists and other readers of the publications. Advertisements that do not contribute to this purpose may be rejected.
- 3.2 Compliance with the Code and acceptance of any further conditions advised by ADA NSW CPD is a condition of the acceptance of an advertisement.
- 3.3 If in the judgement of ADA NSW CPD an advertisement does not conform with the spirit and intent of the Code, it may be rejected. ADA NSW CPD reserves the right to refuse or to modify any advertisement, or to interrupt any series or sequence of advertisements.

- 3.4 Advertisers placing advertising must warrant that the information contained within the material does not breach the provisions of the Trade Practices Act, Fair Trading Act, Copyright Act or any other applicable legislation. The client indemnifies the ADA NSW CPD as the publisher with respect to any loss or damage that it may sustain as a result of a breach of this warranty.
- 3.5 By lodging any advertisement, the Advertiser warrants to ADA NSW CPD compliance of the advertisement with any requirements of law affecting the product or the advertising of the product.
- 3.6 The Advertiser shall indemnify ADA NSW CPD against all actions, costs, damages, expenses and other liability whatsoever that ADA NSW CPD may suffer or incur by reason of the publication of the advertisement. This indemnity shall not be affected by the fact of ADA NSW CPD evaluating the advertisement or the content thereof as suitable for publication.
- 3.7 Publication of an advertisement by the ADA NSW CPD does not imply endorsement of any of the products, services or techniques presented.
- 3.8 Cancellation of advertisement bookings must be in writing prior to the Material Deadline. If cancellation occurs after the Material Deadline the client will be liable for the agreed charge for that advertisement and that it may not be possible to remove the advertisement.

4 MATERIAL TO BE SUPPLIED

- 4.1 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.
- 4.2 Any artwork that is supplied incorrectly will be rejected, or a fee will be incurred to rectify any pre-printing problems. If materials are not received from the client by the "Material Deadline" then ADA NSW CPD will be at liberty to insert any previously supplied material or no material at all. In any case the client will remain liable for the agreed charge for the space booked. Material corrections and alteration carried out by ADA NSW CPD will incur a fee.
- 4.3 If not included in the advertising copy, or if not set out in sufficient detail in the copy, the advertiser shall supply.
 - 4.3.1 Identity of the active ingredient(s) of the preparation (where applicable).
 - 4.3.2 Indications and contraindications of therapeutic products.
 - 4.3.3 A statement of any known side-effects or hazards that may result from the use of the product.
- 4.4 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.

5 SPECIFIC CONTENT REQUIREMENTS

- 5.1 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 NSW CPD shall be the sole arbiter.
- 5.2 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 commercial, general or consumer oriented in its nature. Where products sold to consumers are advertised, advertisements that are used in the public media may not be accepted. 5.3 ADA NSW CPD advertises programs managed and held by ADA NSW and ADA NSW CPD only, where external programs are advertised; these advertisements may not be accepted.

6 VALIDATION OF CLAIMS

- 6.1 An advertisement must be accurate in fact and in implication; must not include misleading or deceptive statements or unverifiable claims and must infer or suggest unwarranted expectations of product effectiveness.
- 6.2 Where claims are made for the safety, efficacy or performance of a product, 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.

7 REFERENCE TO COMPETING PRODUCTS

- 7.1 Comparisons with other products 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 is unacceptable. Identification may be direct identification, or identification by context or by inference. Advertisement content that seeks to compare products 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.

8 MISCELLANEOUS

- 8.1 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.