

Advertising in the Victorian Dentist

Victorian Dentist is the flagship magazine for members of the Australian Dental Association Victorian Branch (ADAVB). *Victorian Dentist* is published 11 times per year (February–December). It is published on the ADAVB website and distributed both in print and via email in the first week of each month to over 4000 Victorian and Tasmanian dentists and dentistry students. All editions are archived and available to members on the ADAVB website.

Advertising in the *Victorian Dentist* enables your product or service to reach an important and valuable target audience, and delivers prominent print and online presence for your brand. There are three main types of advertisement: display, classified and insert.

1. Display

Display advertisements are pictorial advertisements for businesses or services that are relevant to the dental profession.



Please refer to the table below for advertising rates. Prices are per advertisement/per edition and include GST. Prices are valid until 1 July 2023 and subject to change. Display advertisements are subject to space availability and approval by the Editorial Board.

Member advertising rates

| Display ad | 1 issue | 3 issues | 6 issues | 11 issues (1 year) |
|---------------------------------|---------|----------|----------|--------------------|
| Full page back cover | NA | \$1532 | \$1459 | \$1428 |
| Full page inside covers | NA | \$1459 | \$1387 | \$1346 |
| Full page inside premium* | \$1361 | \$1283 | \$1221 | \$1170 |
| Full page regular | \$1252 | \$1232 | \$1180 | \$1128 |
| Half page inside back cover | \$792 | \$792 | \$761 | \$740 |
| Half page regular | \$574 | \$554 | \$533 | \$523 |
| Quarter page (1/4) regular | \$342 | \$331 | \$321 | \$311 |
| One-eighth page (1/8) regular** | \$171 | \$166 | \$160 | \$155 |

Note: Member rates apply for all members of the ADA – Victorian and other branches.

* Refers to page 4, which faces the President’s Comments.

** 1/8 page advertisements are placed in the classifieds section.

Half page advertisements for inside front cover, inside premium and back cover are not available.

Bookings for full page inside cover and full page back cover must be for three or more months.

Bookings can only be confirmed with a signed advertising agreement.

Non-member advertising rates

| Prices per issue | 1 issue | 3 issues | 6 issues | 1 year (11 issues) |
|---------------------------------|---------|----------|----------|--------------------|
| Full page back cover | NA | \$2882 | \$2639 | \$2432 |
| Full page inside covers | NA | \$2743 | \$2536 | \$2298 |
| Full page inside premium* | \$2743 | \$2608 | \$2479 | \$2256 |
| Full page regular | \$2287 | \$2179 | \$2127 | \$1915 |
| Half page inside back cover | \$1449 | \$1377 | \$1304 | \$1242 |
| Half page regular | \$1273 | \$1206 | \$1149 | \$1056 |
| Quarter page (1/4) regular | \$678 | \$647 | \$616 | \$585 |
| One-eighth page (1/8) regular** | \$352 | \$336 | \$321 | \$305 |

* Refers to page 4, which faces the President's Comments.

** 1/8 page advertisements are placed in the classifieds section.

Half page advertisements for inside front cover, inside premium and back cover are not available.

Bookings for full page inside cover and full page back cover must be for three or more months.

Bookings can only be confirmed with a signed advertising agreement.

Specifications and deadlines

| | |
|---|--|
| 1/8 page - 92mm (W) x 62mm (H) | 1/4 page - 92mm (W) x 130mm (H) |
| 1/2 page - 190mm (W) x 130mm (H) with 3mm bleed | Full page - 210mm (W) X 297mm (H) with 3mm bleed |

All display advertisements must be in full colour and should be supplied in a high resolution (300 dpi) recognised desktop publishing format (e.g. PDF or jpeg). They must be received before the first day of the month preceding publication, i.e. for the July issue, you will need to supply your display advertisement before 1 June.

2. Classified

Classified advertisements are text-only advertisements placed towards the back of the magazine. They are set out under category headings, e.g. Positions Vacant, Practice for Sale. See the table below for prices. All prices are per classified/per edition and include GST. Prices are valid until 1 July 2023 and subject to change. Classified advertisements are subject to space availability and approval by the Editorial Board.

| No. of words | ADA member rate* | Non-member rate |
|--------------|------------------|-----------------|
| Up to 60 | \$98 | \$225 |
| Up to 100 | \$140 | \$259 |

* All members of the ADA – Victorian and other branches.

Specifications and deadlines

Classified advertisements must not exceed 100 words. Text must be received before the first of the month preceding publication, i.e. for the July issue, you will need to supply your display advertisement before 1 June.

3. Insert

An insert is a printed flyer or brochure that is positioned within the *Victorian Dentist* in print format and displayed electronically to ADAVB members on our website. Please refer to the table below for prices. All prices are per insert/per edition and include GST. Prices are valid until 1 July 2023 and subject to change. Inserts are subject to approval by the Editorial Board.

| Insert | ADA member rate* | Non-member rate | Bulk non-member rates |
|-----------------------------|------------------|-----------------|---|
| Single-side A4 | \$955 | \$1911 | 11 inserts: \$955 6 inserts: \$1432 |
| Double-side A4 | \$1723 | \$3447 | 11 inserts: \$1723 6 inserts: \$2585 |
| 3600 pre-printed (any size) | \$664 | \$1329 | 11 inserts: \$664 6 inserts: \$997 |

* All members of the ADA – Victorian and other branches.

Specifications and deadlines

Artwork file

Artwork can be sent to the ADAVB for printing.

This needs to be supplied in a high resolution (300 dpi) recognised desktop publishing format (e.g. PDF or jpeg). Printing charges apply and will be calculated based on the item printed.

The insert must be received before the 15th of the month preceding publication, e.g. for the July issue, you will need to send your insert before 15 June.

Printed

Inserts can be supplied pre-printed.

Once your insert artwork has been approved, please supply 3600 copies of your printed insert to Neo:
Neo c/o Franco Dissegna, 5 Dunlop Road, Mulgrave VIC 3170.

Due to Australia Post requirements, paper weight must not exceed 115gsm. If your insert exceeds this, it will be subject to approval, and extra fees for postage and handling will apply.

The final printed insert must be delivered to Neo before the 20th of the month preceding publication, e.g. for the July issue, you will need to send your insert before 20 June.

Advertising design service

An advertising design service is available for a one-off fee (GST inclusive) based on one hour of work and one round of changes. Prices are valid until 1 July 2023 and subject to change.

| Size | ADA member rate* | Non-member rate |
|-----------|------------------|-----------------|
| Full page | \$171 | \$342 |
| Half page | \$119 | \$238 |
| 1/4 page | \$83 | \$166 |

* All members of the ADA – Victorian and other branches.

Advertising in the CPD electronic direct mail

Recognised affiliated bodies, dental schools, NFPs and government organisations are entitled to have one continuing professional development (CPD) event per year advertised to ADAVB members via one ADAVB electronic direct mail (eDM) at no cost. The event is listed in a monthly electronic CPD eDM with a short description (approximately 35 words) and link to the organisation's information promoting the event.

Following the use of the one-off free service each year, a fee of \$177 (GST inclusive) will be charged. Prices are valid until 1 July and subject to change.

Advertising enquiries

Australian Dental Association Victorian Branch
PO Box 9015, South Yarra VIC 3141
Phone: 03 8825 4600
Fax: 03 8825 4644
Email: angelina.chan@adavb.org

Advertising guidelines

Content

- Advertisements must be clearly recognisable and not resemble editorial content.
- The content of advertising must recognise the professional nature of the readership and therefore reflect professional standards of good taste and dignity; in these matters ADAVB shall be the arbiter. The notion of implied endorsement of advertisements is used as one of the tests in determining suitability.
- An advertisement must be accurate in fact and implication, and must not include misleading statements, half-truths or unverifiable claims and/or arouse unwarranted expectations of product effectiveness.
- Any advertising of the practice of dentistry must identify the dental practitioner(s) and their qualifications.
- Advertisements, including positions vacant, must comply with Victorian and federal anti-discrimination laws.
- 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 collaboration.
- Advertisements must comply with the Dental Board of Australia's advertising guidelines.
- non-member dentists regarding their services and practice/s are not accepted for publication.
- Commercial advertising material from organisations competing with the ADAVB and/or its approved suppliers/providers will not be accepted unless Editorial Board approval has been provided.
- Where approved suppliers/providers have agreements with ADAVB, they may be offered member rates.
- Co-branded advertisements with ADAVB, are exempt to pay any advertising fees.
- Advertising of training courses or any CPD event is restricted to courses conducted by the ADA (including branches, groups and affiliated societies), or by Australian dental schools and public/regulatory agencies.
- Cancellations cannot be accepted after copy deadline. Where block bookings are cancelled, advertisers will be required to pay the difference between the full rate and special recurring rate.
- Acceptance of any advertising for publishing does not indicate endorsement or approval by ADAVB.
- ADAVB may request substantiation of any claims made in the advertisement.
- All advertisement placements are subject to availability, and prices are regularly reviewed and subject to change.

Conditions

- The advertiser, in lodging any advertisement, shall be deemed to have given assurances to the ADAVB of compliance with any requirements of law affecting the product or the advertising of the product.
- The advertiser shall undertake to indemnify ADAVB against all actions, costs, damages, expenses and other liability whatsoever that ADAVB may suffer or incur by reason of the publication of the advertisement. This indemnity shall not be affected by the fact of ADAVB evaluating the advertisement or the content thereof as suitable for publication.
- In advance of the copy deadline, the advertiser shall supply artwork and copy, in a form sufficiently developed to allow an accurate assessment of the proposed content, meaning and purpose of the advertisement.
- Professional display advertisements or notices from

Approval

- ADAVB reserves the right as it deems appropriate and without prior notice to the supplier to refuse advertisements without reason, to modify or withdraw any material submitted for inclusion in the magazine, or to interrupt any series or sequence of advertisements.
- Where an advertiser may be aggrieved by a decision to refuse, modify or interrupt an advertisement or series of advertisements, an appeal may be made to the next meeting of the ADAVB Council and this body shall be the ultimate arbiter of the matter.
- Placement of advertisements within the *Victorian Dentist* is at editorial discretion.
- No advertisement promoting any product/service deemed to be a conflict of interest for ADAVB will be accepted.

Advertising booking form

Membership number (if applicable) _____ Company _____

Title: _____ First name: _____ Last name: _____

Address: _____

Ph: _____ Email: _____

Booking type (tick):

| Display | Classified | Insert | CPD eDM <input type="checkbox"/> |
|--|---|---|----------------------------------|
| 1/8 page <input type="checkbox"/> | 60 words or less <input type="checkbox"/> | Single-side A4 <input type="checkbox"/> | |
| 1/4 page <input type="checkbox"/> | 60–100 words <input type="checkbox"/> | Double-side A4 <input type="checkbox"/> | |
| 1/2 page <input type="checkbox"/> | | 3650 pre-printed <input type="checkbox"/> | |
| Full page <input type="checkbox"/> | | | |
| Premium full page <input type="checkbox"/> | | | |
| Full page inside cover <input type="checkbox"/> | | | |
| Full page back cover <input type="checkbox"/> | | | |
| Half page inside back cover <input type="checkbox"/> | | | |

Month/s for use: _____

Submission

Submit your booking form with any artwork, text or URLs to tamara.mapper@adavb.org

Send approved pre-printed inserts to: Neo c/o Franco Dissegna, 5 Dunlop Road, Mulgrave VIC 3170.

Payment

An invoice will be issued to Victorian Dentist advertisers at the time of booking. Payment must be received before the advertisement will be displayed.

Authorisation

By returning this form, I am confirming that I accept the advertising guidelines.

Signature: _____

Date: ____/____/____