

## British Chiropractic Association – Advertising Opportunities

### Contact Magazine: Colour Advertising, Inserts

Contact magazine is a quarterly full colour magazine, distributed free to all members of the British Chiropractic Association (including student and overseas members). It is also distributed to chiropractic colleges and associations throughout the world. BCA members account for close to 60% of the UK registered chiropractors.

The current print run is approx 1,750.

#### **Rates:**

<b>1/4 page</b>	<b>£250</b>
<b>1/2 page</b>	<b>£312</b>
<b>Full page</b>	<b>£423</b>
<b>Back page</b>	<b>£603</b>
<b>Inside front cover</b>	<b>£763</b>

Electronic copies of the magazine, including ads, are posted to the BCA Members' website and remain there for at least six months.

**Inserts by arrangement** – prices start from **£250**. Please call to discuss requirements.

Four copies should be sent to [adverts@chiropractic-uk.co.uk](mailto:adverts@chiropractic-uk.co.uk) well in advance of publication so that the size, quality and weight of the insert can be assessed.

There is no VAT to pay.

#### **Terms:**

- There is a 10% reduction for the placing of four consecutive advertisements in Contact (this does not include classified ads).
- All advertising must be confirmed in writing before copy date or entry cannot be guaranteed.
- Artwork in correct format (further details on request) must be supplied by copy date.
- Payment by credit card, BACS or by cheque made payable to the British Chiropractic Association.
- Insert advertising: a sample of the insert must be provided well in advance in order to the weight to be assessed.
- The BCA reserves the right to decline placement of advertising.

#### **Advertising contact:**

**Catriona Rice**

British Chiropractic Association

0118 950 5950 [enquiries@chiropractic-uk.co.uk](mailto:enquiries@chiropractic-uk.co.uk)

Payment must accompany advert. There is no VAT to pay.

#### **For information regarding editorial content, contact:**

**Anne Barlow**

[anne.barlow@chiropractic-uk.co.uk](mailto:anne.barlow@chiropractic-uk.co.uk)

## Contact Colour Advertising Specifications

	Width	Height
Full page (bleed)	216mm	303mm
Full page trim size	210mm	297mm
Full page	176mm	265mm
Half page (horizontal)	176mm	130mm
Half page (vertical)	85mm	265mm
Quarter page	85mm	130mm

Images should be provided as CMYK (we can convert from RGB)

We can accept artwork in Quark, Freehand, Illustrator and Photoshop. ALWAYS PROVIDE A PRINTED PROOF so we can check that nothing is missing.

We cannot accept artwork in Corel Draw, Microsoft Word, (or other MS office packages) or Ventura. We can help if you are not able to provide the final artwork in the format we require. This will be charged for depending on the design and time taken to complete. All you need to do is provide a rough layout and content. If you need pictures, these should be of the highest possible resolution quality. We can accept scanned pictures of 300dpi and above. If you use .eps format, please insure all pictures are embedded. PDFs must be of the highest possible quality.

Please call the BCA with queries and you will be put into contact with the magazine designer/publisher for more information.

## Classified Advertising Rate Card Online, In Touch E-Newsletter and Contact Magazine

### BCA Member rates

<u>Web ads online only</u> £60 for up to 400 characters £75 for 401 - 800 characters £15 for every additional 400 characters after 800	<u>In Touch only</u> £60 for up to 400 characters £75 for 401 - 800 characters £15 for every additional 400 characters after 800
<u>Web ads online <b>plus</b> In Touch</u> £75 for up to 400 characters £93.75 for 401 - 800 characters £18.75 for every 400 characters after 800	<u>Contact only</u> £60 for up to 400 characters £90 for 401 - 800 characters £30 for every additional 400 characters after 800
<u>Web ads online <b>plus</b> Contact</u> £75 for up to 400 characters £108.75 for 401 - 800 characters £33.75 for every 400 characters after 800	<u>In Touch <b>plus</b> Contact</u> £75 for up to 400 characters £108.75 for 401 - 800 characters £33.75 for every 400 characters after 800
<u>Web ads online <b>plus</b> In Touch <b>plus</b> Contact</u> £90 for up to 400 characters £127.50 for 401 - 800 characters £37.50 for every 400 characters after 800	<b>In Touch classifieds last for 2 insertions</b>  <b>Web classifieds last for 6 weeks - these can include up to 5 jpg pictures</b>  <b>Contact classifieds last for 1 insertion but post online with the magazine for several months</b>  <b>Insert short paragraph, picture and link to flyer or other url in In Touch - £100 - 1 insertion</b>

**Charges for non-BCA members are the above with an uplift of 25%**

### Contact Advertising charges

Place advertising online (subject to moderation) <https://chiropractic-uk.co.uk/classified-adverts/>

You can also place advertising by contacting the BCA office on

[enquiries@chiropractic-uk.co.uk](mailto:enquiries@chiropractic-uk.co.uk) 0118 950 5950

### Terms for Inserts

- Insert must be provided as pdf (no larger than 1MB).
- Wording used to accompany pdf or url link insert must not exceed 40 words.
- Small logo/picture as a thumbnail can be included.

### General Terms

- Copy dates and deadlines: call to confirm forthcoming deadline dates.
- Payment must accompany advert. There is no VAT to pay.
- The BCA reserves the right to decline placement of advertising.