



The Association for Continence Advice is the largest multi-disciplinary association dedicated to providing advice to patients with continence problems. With many of its members involved in determining continence policies and procedures they have considerable influence on the products used within the health service and beyond. Their quarterly publication is sent to all their members and is an excellent way of promoting products and services for this market segment.

ACA Newsletter Advertising/Sponsorship rates 2018

Standard Sizes	¼ page	½ page	A4 page
Colour	£273	£468	£839
Mono	£137	£213	£341
Special positions			
Inside Front cover (4 colour)	£966		
Back cover (4 colour)	£1000		
Double Page Spread (4 colour)	£1,500		
Product News	£131	(125 words + 1 image)	
Website Banner advertising			
	£203 Per Month	£191 Per month (3+ months)	£183 Per Month (6+ months)
Study day or Course advertising			
	£100 per month	(FOC if free for ACA Members to attend)	
Recruitment advertising (including website)	£169	£265	£370
20% discount if website only	per month	per month	per month
Loose insert (10g)	£259		
Loose insert (20gm+)	£341		
Direct Mailout UK ACA members	£550	plus postage & materials	
Email to ACA members	£550	Plus 9p per email Plus £50 administration fee	
SPONSORSHIP OF ACA EXECUTIVE & EDUCATION GROUP MEETINGS	£595		
Discounts			
Agency commission	10%		
Discount for 4 issues	10%		

2018 Production and Deadline Dates

Distribution dates	Copy to be received	Dates for receipt of inserts
Spring	16 th February 2018	14 th March 2018
Summer	8 th June 2018	29 th June 2018
Autumn (Now Digital)	10 th August 2018	4 th September 2018
Winter (Now Digital)	2 nd November 2018	26 th November 2018

For further information contact:

Catherine Wilson, Fitwise Management Ltd, Blackburn House, Redhouse Road,
Seafield, Bathgate, West Lothian, EH47 7AQ

Tel: 01506 811077, Fax: 01506 811477, email catherine.wilson@fitwise.co.uk, www.fitwise.co.uk

Mechanical data ACA Newsletter

Screen size: mono or spot colour 175, full colour 175

Advertisement size	depth x width (mm)
Full page	270 x 188
Half page	130 x 188
horizontal:	
- vertical:	270 x 94
Quarter Page:	130 x 94

Bleed sizes	
Full Page:	303 x 213
Trim size:	297 x 210

Website banner advertising

**Two Slots at the Top of the Page:
Banner Advert (Standard IAB)**

Pixel Dimensions: 468 pixels x 60 pixels
Graphics Format: gif/jpg/png/animated gif or swf
Maximum File: Size 40K maximum

Animations limited to 3 rotations before resting on a single frame. Animations should run for shorter than 30 seconds

Further Availability on the Right Hand Side (Below the Menu Buttons):

Pixel Dimensions: 327 pixels x 80 pixels
Graphics Format: gif/jpg/png/animated gif or swf
Maximum File: Size 40K maximum

Animations limited to 3 rotations before resting on a single frame. Animations should run for shorter than 30 seconds

Materials required High Resolution PDFs are the preferable option but other file formats are acceptable.
For colour and mono: Apple Mac users – page files in QuarkXpress with fonts supplied
For further information please contact the publisher. All material should be sent to catherine.wilson@fitwise.co.uk

Cancellation notice: 28 days prior to copy deadline

Films and artwork: The advertiser or its agent should supply the advertising material electronically. All process work or setting undertaken by the publishers will be charged to the advertiser
Material is held at the client's risk and the publisher accepts no responsibility for loss or damage

Proofs The publisher will supply proofs prior to printing which will require acceptance within 48 hours or less. If no reply is received from the advertiser it will be assumed that the proof is accepted and that printing is to proceed

Acceptance of Material: The publishers do not hold themselves responsible for film or artwork left unclaimed for more than 12 months.

The publishers reserve the right to refuse, amend or withdraw advertisements submitted to them at their absolute discretion and without explanation. All advertisements must comply with the British Code of Advertising Practice.

More detailed terms of acceptance are given in our booking acknowledgements

Terms: Advertisements are accepted on our terms of payment which is 28 days net from invoice date

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