

## The BSA Advertising Rates 2019

### Advertise with BSA

- On the website
- In the magazine
- In monthly membership emails
- Through mailings



### Reach:

- 1,300 members
  - 1,300 magazine readers
  - 3,600 BSA website users each month
- 14,500 unique page views per month

For more information on advertising and discount options please contact us

E: [catriona.rice@fitwise.co.uk](mailto:catriona.rice@fitwise.co.uk) T: 01506 292 039

 @BSAudiology1  BSAudiology

900 likes 1,700 followers

We are the organisation for all professionals integrated in the latest science and its application in improving people's lives with hearing and balance problems. The BSA was established in 1967 and has been at the forefront of the advancement of knowledge, learning, practice and impact ever since. We aim to work with you on a bespoke advertising package so please let us know what you are looking for and we will do our best to fulfil this.

The following rates will come in to force on 1<sup>st</sup> June 2017 and will be in place for 12 months. The British Society of Audiology provides different methods of advertising opportunities which are listed below. **All prices are subject to VAT.**



Website Advertising + e-update email	Cost (£)
Jobs listing x 1 (also includes e-update listing) x 1 month	£230
X2 months	£385
Commercial courses/events (including website for one month)	£130
Commercial courses (without website)	£85
Non - commercial courses/events (including website for one month)	£95
Non - commercial courses (without website)	£65
<p>All courses are listed on our events page in day order and can be found here  <a href="http://www.thebsa.org.uk/events/event/">http://www.thebsa.org.uk/events/event/</a></p> <p>The website has on average 3,600 users each month and 14,500 unique page views. We collate statistics on the website on a quarterly basis which we can share with you. The email is sent out on the 15<sup>th</sup> of each month to 1,300 contacts. The newsletter has an open rate of 35% in the first 6 months of running this. We can provide further statistics to you if required.</p>	
<p><b>Audacity Magazine: (per issue) –</b>  <b>Discounts –15% series discount for 2 editions (sponsors receive 35% discount )</b></p>	
¼ page colour	£205
½ Page colour	£360
Full A4 Page colour	£670
Double page spread	£1135
Full page colour inside front or back cover	£1135
Product News (125 words max + 1 small jpeg image)	£140
<p><b>Loose Inserts</b></p>	
up to 100g	£515
up to 200g	£930
<p>Max size : A4 (1,300 flyers provided by the customer)</p>	
<p><b>BSA Grow (available to Corporate Members only)</b></p>	
<p>Due to be launched in July 2017 to all BSA members, BSA Grow is an online learning community. It is a flexible online and cost-effective way for people to stay up to date with the evidence and undertake their CPD. For a full tour of corporate opportunities with this system please click here  <a href="https://secure.icohere.com/BSA?pnum=QXQ55135">https://secure.icohere.com/BSA?pnum=QXQ55135</a></p>	
Banner Advertising	£295
Company Webinar (opportunity to present a programme of your choice for up to 20 minutes)	
Recorded for you by BSA	£595
Recording provided by you	£495



**Print ready artwork**

**Pass4Press PDF** – Adverts must be supplied as Pass4press PDFs. To download settings for InDesign & QuarkXpress please visit [www.pass4press.com](http://www.pass4press.com). PDFs generated with these settings will be compatible with our commercial printer.

***Please note that we do not accept the following:***

RGB, colour-managed or ICC profiles, non-embedded fonts, images lower than 150dpi and transparency. If any of these elements are in the artwork then a report will be generated, sent to the client and a replacement must be sent.

**Adverts to be typeset by publisher**

Word document - Please supply the raw text as a word document and supply any images and EPS, TIFF or JPG files separately. Production charges will be applied to adverts typeset by the publisher.

For further information please see <http://www.thebsa.org.uk/wp-content/uploads/2015/12/Audacity-Advert-Spec.pdf>

**2019 Audacity artwork schedule**

<b>Advertisements - copy date <i>deadline</i></b>	<b>Audacity - dispatch date</b>
21 <sup>st</sup> January 2019	March 2019
29 <sup>th</sup> June 2019	September 2019

**For more information please contact Catriona Rice**

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**Tel:** 01506 292 039