



BAA Media Pack 2016/17

This is the latest media pack for 2016/17.

BAA provides a range of advertising opportunities through a variety of mediums. This pack will provide a breakdown of the various options the British Academy of Audiology (BAA) offer with regard to advertising and promotion to our membership.

About Us

The British Academy of Audiology (BAA) is the largest association of professionals in hearing and balance in the UK. Our membership, currently 2200, extends internationally and provides services in both the public and private sector. The BAA was formed in 2004 and drew together representatives of three former bodies, British Association of Audiology Technicians (BAAT), British Association of Audiological Scientists (BAAS) and British Society of Hearing Therapists (BSHT). Its aim was, and still is, to present a single voice, offering clinical autonomy for the audiology profession.

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For further information please contact pauline.burchill@fitwiseco.uk

To make a booking please complete the BAA advertising booking form on page 11 and email to pauline.burchill@fitwise.co.uk

Bespoke Advertising Packages

Due to feedback from advertisers, we would be delighted to put together a bespoke advertising package, tailored to your requirements, which include a variety of advertising options and can be purchased as a bundle. Package features are to be used within 12 months of purchase.

Please contact pauline.burchill@fitwise.co.uk for further information.

BAA Magazine Advertising: Quarterly

Advertisement in BAA Magazine:

Advert Size	Single issue	Block of 4 issues
Full colour A4	£700	£2520
Full colour half page (Landscape only)	£400	£1440
Full colour quarter page	£225	£810
Inner front or back Page adverts	£1800	£6480

Specification for magazine advert is as follows:

All adverts are to be supplied in high resolution in the following formats: eps, tiff or pdf.

All fonts are to be formatted and supplied in CYMK sizes

Please add a 5mm bleed

Page Size	Width	Height
Full Page	190mm	268mm
Half Page (Landscape only)	174mm	131mm
Quarter Page	84mm	135mm

Technology Update:

This section allows advertisers to focus on industry updates, this is an idea area for information on new products or features.

Your advert should be 200-300 words in length and can include images.

1 update entry for single issue	£250
1 update entry per edition (block of 4 issues)	£800

Loose Inserts/Flyers Enclosed With Magazine:

Inserts can be supplied to distribute with the magazine

Loose inserts up to 80g	£518
Loose inserts up to 100g	£567
Loose inserts up to 200g	£981

Loose inserts/flyers specifications for the BAA magazine

When supplying inserts, advertising material must be:

- Not larger than A4 in size
- Must reach the mailing house by an agreed deadline as per table below
- Emailed as a pdf version to pauline.burchill@fitwise.co.uk
- 2200 copies must be supplied (subject to alteration)

Artwork Deadlines

Edition	Artwork Deadline	To Be With Members
Spring 2016	18 th March 2016	29 th April 2016
Summer 2016	10 th June 2016	15 th July 2016
Autumn 2016	23 rd September 2016	28 th October 2016
Winter 2017	9 th December 2016	27 th January 2017

Website Advertising

The BAA website www.baaudiology.org has an average of 12,000 unique page views per month. Recently updated and converted to a mobile responsive design, the website is a good resource for those interested in audiology in the UK.

The majority of visits start on the Home page and the top pages viewed are:

1. Home
2. Careers
3. Conference
4. News Pages
5. Events

BAA has an active Facebook Group, Page and Twitter feed.

The Facebook group has approximately 2500 members and no commercial advertising is permitted on the Social Media of BAA; however, we use the media to drive traffic to the website.

The Twitter Feed has approximately 1600 followers.

By advertising in the BAA Horizons Newsletter you will have access to our Social Media followers as the newsletter link is posted there each time it is published.

Over 30% of visitors to our website are from links via Social Media.

Banner Advertising

Specifications

- IAB internet advertising bureau
- Universal Ad Package (UAP): Leaderboard
- Dimensions: 728x90 pixels
- Formats: .jpeg .png gif (including animated gif)
- File Size: guideline 40KB
- **Please allow up to 5 working days for orders to be processed**

BAA Banner Advertising	1 month Rate - £465
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Banner advertising is not available to service providers

Website Advertising Rates

1. Courses

These are advertised in our calendar and events pages in date order. Examples can be found in this link:

<http://www.baaudiology.org/events/#.VroRTWfcuM8>

The events page has approximately 2000 visits per month.

Links to your course details and registration details can be included, as can files for visitors to download, for example, an agenda or registration form.

BAA associated courses	Free of charge
Non-commercial courses or meetings	£60.00
Commercial courses/events/meetings	£100

2. Job Adverts

These are advertised under the careers page:

<http://www.baaudiology.org/careers/recruitment/#.VroSDWfcuM8>

The price also includes 1 advert in the BAA Horizon newsletter (distributed fortnightly via email, BAA Horizon is also advertised on the BAA Facebook page and on Twitter)

Job Listings	£300
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Website Advertising Specifications

- The listing should be sent via email as a word document
- An image can be added which must be supplied as a .jpeg or .png and should be no more than 200 pixels high or wide
- **Please allow up to 5 working days for orders to be processed**

Email Advertising

1. BAA Horizon Newsletter

BAA launched a fortnightly newsletter in 2015 – BAA Horizon. The newsletter is emailed fortnightly to all BAA members (approximately 2000 contacts).

The newsletter has an open rate of over 30% and a click through rate of over 15%. We continue to monitor these rates and are able to give advertisers/potential advertisers updates as required.

The newsletter was launched after advertising emails were receiving poor responses from members and, in turn, affected the response rate for advertisers. The Horizon is emailed fortnightly on a BAA branded template and includes sections for job adverts, courses, events, news and technology updates, as well as a social media summary. The newsletter is also placed on the website for non-members to access and is promoted via our social media channels. The newsletter has quickly become our 4th most visited page on the website. To view previous issues of the Horizon visit: <http://www.baaudiology.org/about/publications/baa-horizons>

BAA associated courses	Free of charge
Non-commercial courses/ meetings/ events	£60.00
Commercial courses / meetings	£80.00
Job listings*	£300.00
Product/Commercial Updates	£100

*This includes an advert on the BAA website recruitment page for a period of one month

Horizons Advert Specifications

- A link to your advert will be placed under the relevant section in the newsletter
- Please provide a brief sentence introducing your advert
- Please provide your full advert as a pdf or word document
- Please allow up to 5 working days for the order to be processed

CD Case Calendar

The CD Case Calendar is distributed annually and is sent to all NHS Audiology departments as well as being distributed at the BAA Conference held in November each year. There will be a limited number of adverts available on the calendar.

Rates and Specifications

- Provide your company logo and URL to be displayed on one month of the calendar

Please contact paulne.burchill@fitwise.co.uk for more information

Title: BAA Advertising Booking Form

Document No: SF1741

Version: 3



Forms should be emailed to Pauline Burchill: advertising@baaudiology.org

Your Company	Invoice Address
Client Name (Agency use only)	
Contact Name	
Contact Telephone	Purchase Order Number
Contact Email	

Bespoke Media Package		Qty:	Price:
Details:	Start date:	1 Year	
Website			
Duration of advert: (standard 1 month)	Type of advert: (e.g. recruitment/ course)		
Horizons Newsletter			
Horizon Newsletter or Standalone mailshot	Type of advert: (e.g. recruitment/ course)		
Magazine			
Edition(s):	Type of advert:		
Magazine Flyer			
Weight of flyer in grams:	Magazine Edition:		
CD Case Desk Planner			
Display Month:			
Total Excluding VAT			

Signature.....Date.....