

The journal of the British Society  
of Dental Hygiene and Therapy

# Dental Health

## Cost to Advertisers 2012

(excluding VAT)

### Full Colour

Full page	£963
Double page spread	£1,558
Half page	£530
Quarter page	£270
Back cover	£1,330
Inside front/inside back cover	£1,110
Strip ad	£384

### Black & White Only

Full page	£490
Half page	£230
Quarter page	£182

Market News/Oracle	£127
Insert, per 1,000 (printing to be supplied by advertiser)	£281
Series discount	negotiable

All above prices are exclusive of VAT which will be charged on all items  
Prices effective from 1 January 2011

### Advertorial

Page rate plus 20%

### Recruitment ads (Lineage)

Dental Health and DH Contact and jobline.  
These must be prepaid (Word documents accepted)

Per word	£2.40
Boxed	£15

**Terms:** 1 month from date of invoice. 10% surcharge each month thereafter. Cancellation: 50% if within 28 days of copy date. 10% if 28 clear days notification given. 5% rearrangement fee.

**DH Contact** published alternate months to *Dental Health*. Sole sponsorship deal with article and advertisement (3 pages) £2,500

## Technical Data

	Height	Width
Type page size	267 x 186mm	
Half page		
Portrait	267 x 90.5mm	
or Landscape	131 x 186mm	
Quarter page Portrait	131 x 90.5mm	
Strip ad Portrait	250 x 63mm	
Strip ad Landscape	85 x 186mm	
Bleed size	303 x 213mm	
Trim size	297 x 210mm	

Digital files preferred, supplied on CD in Apple Mac formats and must be accompanied with a good quality colour proof.

All files/artwork can be supplied in the following formats:

- Apple Macintosh formats
- CD, DVD or upload files (see below)
- QuarkXPress or InDesign files or high resolution PDF file
- Illustrator / Freehand files must be saved as EPS files, and all fonts used are converted to OUTLINE.
- All fonts must be supplied, both screen and printer fonts
- All embedded files must have original files (inc layers) supplied
- All images to be supplied in hi-res 300 dpi.
- Hard copy must accompany all files

**Film – Ads supplied as film can no longer be accepted.**

**Photography – Please supply original photographs/colour transparencies or digital images saved as TIFFs or JPEGs on CD, DVD or uploaded (see below).**

## Contacts

### Advertising

Eveline Gray MBE Dip DH Dip DHE  
Fiona Beardsworth  
DIAS  
54 Gladstone Road  
Saltcoats  
Ayrshire KA21 5LF  
Tel/Fax: 01294 462653  
Email: eagr@dias.uk.com  
fiona@dias.uk.com

### Recruitment advertisements and jobline

Sue Adams  
BSDHT Information Officer  
3 Kestrel Court  
Waterwells Business Park  
Waterwells Drive  
Gloucester GL2 2AT  
Tel: 01452 886365  
Email:  
enquiries@bsdht.org.uk

### Editor

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### Copy and publication dates for *Dental Health* per issue

February 1st for March

April 1st for May

June 1st for July

August 1st for September

October 1st for November

December 1st for January



## Uploading files

Files can be uploaded directly to the printer of *Dental Health* magazine by visiting [www.crossprint.co.uk](http://www.crossprint.co.uk) and clicking on 'Client Upload'.



Dental Health  
*is the most  
popular journal  
read by  
dental hygienists and  
therapists*