

Your opportunity to influence dental practice decision makers

ADAM exists to represent dental practice managers, administrators and treatment coordinators – anyone within the practice who aspires to dental practice management. We aim to provide advice and guidance through coaching, mentoring and a range of useful resources to encourage and extend our members' professional development.

Members receive and benefit from a range of educational vehicles including a quarterly 28-page magazine called **Practice Focus**, a monthly 20-page e magazine called **E Update**, regular emails from HQ and a members' only area of the **website** featuring a variety of resources and templates for download. Previous issues are available by request.

We welcome all enquiries regarding opportunities to communicate with **ADAM** members and offer competitive packages for regular advertisers. Please contact Donna Miller by email at advertising@adam-aspire.co.uk or telephone **01606 599025**.

Positioning

Practice Focus primarily targets individuals with responsibilities for managing dental practices or who aspire to do so. Practice managers, business managers, administrators, senior dental nurses and treatment coordinators: in essence, key influencers now and in the future.

Target audience

ADAM members are more likely to be proactive key influencers with a desire to develop their professional standing and extend their sphere of influence. Our members' only publication offers an exciting vehicle to directly communicate with the right people within a dental practice.

Your print, e-marketing and online opportunities in 2012 with ADAM

Practice Focus

Practice Focus is distributed to and read by over 1000 key influencers and it is the only magazine dedicated to dental management. The ADAM continues to grow year on year, and with it, the circulation of **Practice Focus**. Get on board now and play your part in the professional development of the dental manager.

E Shots

Send a dedicated communication by email to the entire ADAM database. Ideally suited to job adverts, equipment for sale, training opportunities etc.

Web advertising

Feature on the ADAM website when members visit. Ideally suited to job adverts, equipment for sale, reunions, product promotion, new services, recruitment campaigns etc.

Your Advertising Contact

Donna Miller e advertising@adam-aspire.co.uk or t 01606 599025



For Schedules, Rates & Payment terms or
Artwork formats, sizes & delivery
Please see overleaf

Schedules

Practice Focus Issue	Copy Deadline	Distribution
■ Spring	13 February	12 March
■ Summer	21 May	25 June
■ Autumn	03 September	01 October
■ Winter	05 November	10 December

E-Update Month	Copy Deadline	Distribution
■ January	16 January	25 January
■ February	13 February	22 February
■ March	12 March	21 March
■ April	16 April	25 April
■ May	14 May	23 May
■ June	11 June	20 June
■ July	16 July	25 July
■ August	13 August	22 August
■ September	17 September	26 September
■ October	15 October	24 October
■ November	12 November	22 November
■ December	03 December	12 December

Formats

All adverts (for sizes see right) should be supplied in one of the following formats:

- A high resolution/press optimised .pdf file with embedded typefaces. This being the preferred format for artwork delivery
- Illustrator or In-Design CS5 or earlier .eps file with outlined text and embedded images.
- Photoshop .eps, .tif or .jpeg file at 300dpi resolution or more. If using .jpg make sure the quality is set to maximum.

For all adverts please ensure that all artwork is in cmyk colour with no RGB or spot colours. Do not supply artwork in Microsoft Word, Excel or PowerPoint. Adverts so supplied will be styled and formatted at the publisher's discretion without further consultation.

Delivery of artwork files

Finished artwork should be sent by email to:
denise@adam-aspire.co.uk

Your Advertising Contact is: Donna Miller
t: 01606 599025 e: advertising@adam-aspire.co.uk

Please do not hesitate to contact Donna for any further details.

Rates & payment terms

■ Inside front/back cover & back cover poa			
■ Rates start in classified	£35	■ Half Page:	£275
■ Eighth Page:	£80	■ A4 Full Page:	£400
■ Quarter Page:	£150	■ Loose inserts:	by negotiation

■ **e-shots** – suitable for job adverts, equipment for sale, reunions - dedicated email which is sent to ADAM membership database. Rate: £150.00 per email campaign

■ **Inclusion in e-newsletter** – suitable for product promotion, new service offer, recruitment campaign. £35.00 for 1/8 of a page, £65.00 1/4, £125.00 1/2 and £195.00 full page. The Professionals Directory from £35.00

■ **Advertising on website** – suitable for job adverts, equipment for sale, reunions, product promotion, new service offer, recruitment campaign. Rate: £35 per month for 25 words. Additional words charged at £2.40 per word.

■ **Inclusion on ADAM website** – Weblink: FOC only with a paid-for advert. All others £35 per annum

Exclusive packages are available on request. All rates quoted for additional matter (excluding on-page advertising) are subject to postal costs. Invoice on distribution, payment within 30 days. Cheques or credit/debit card.

Sizes

Adverts are available in the following sizes (please see left for appropriate formats):

- **Full page bleed:** BLEED 216mm wide x 303mm deep, TRIM 210mm wide x 297mm deep
- **Full page type:** 182mm wide x 258mm deep no bleed
- **Half page horz. bleed (outer):** BLEED 216mm wide x 151mm deep, TRIM 210mm wide x 145mm deep
- **Half page horz. type:** 182mm wide x 121mm deep no bleed
- **Half Page vertical type:** 81mm wide x 244mm deep no bleed
- **Quarter page:** 81mm wide x 121mm deep no bleed
- **Eighth page:** 81mm wide x 60mm deep no bleed

Full Page Bleed Full Page Type Half Page Bleed Half Page Type

