

BSHAA

people

**BSHAA People
media pack 2020**
Advertising with BSHAA

**DIRECT ACCESS
TO A DEDICATED
PROFESSIONAL
READERSHIP**



**FIND THE RIGHT
PERSON TO FILL
YOUR VACANCY**

**DISCOUNT FOR
6 ISSUE BOOKING**



THE Journal for the
audiology profession



Advertising information

2020

BSHAA People is BSHAA's professional journal. Featuring news, comment and opinion, learned articles, reviews, job vacancies and more, it keeps BSHAA members fully up to date with the fast-changing world of audiology.



Reach them all with a display advert in BSHAA People!



Six issues of BSHAA People are published each year. The 2020 schedule is shown on the opposite page.



Around **2,000** copies of each issue go out free of charge to the Society's members and Fellows, as well as leaders across the hearing care profession.



Your ad will be seen by over **1,500** BSHAA members, representing over half of all Hearing Aid Dispensers who are registered with HCPC.



BSHAA members want the **latest news** and **information** delivered direct to their homes. They are passionate about the profession.



Our members are **independent** practice owners, and also **employed** audiologists and **HCAs**.

They are audiology **students** and associates from across the profession.



There is a **15% discount** available for advertisers booking advertising space in all 6 issues of BSHAA People each year.

Find the right person to fill your vacancy

BSHAA People is the perfect place to advertise your job vacancy and all recruitment adverts are also featured on the Society's website at www.bshaa.com.

The Society website is a valuable resource for all those with an interest in audiology, as well as members of the public looking for information about hearing care, with general free-to-view information and a dedicated members' area with news, jobs, webinars, professional development materials and exclusive resources.

Together, BSHAA People and [bshaa.com](http://www.bshaa.com) is the ideal print-online combination for recruitment advertisers.



Recruitment Advertising

PRINT AD PLUS WEBSITE LISTING RATES:

Full page ad in the recruitment section plus an online listing entry on the website 'Careers' page **£1735** (ex VAT)

Half page ad in the recruitment section plus an online listing entry on the website 'Careers' page **£865** (ex VAT)

Quarter page ad in the recruitment section plus an online listing entry on the website 'Careers' page **£635** (ex VAT)

Please note: It is BSHAA policy that recruitment advertising space is only sold as a package that includes both the magazine and website and neither is available separately.

Ads will go live on the website on the same date that the magazine is published. If you require your recruitment ad to go 'live' on the BSHAA website outside the published magazine dates, there is an additional charge for this of £90.00 (ex VAT) for a Quarter Page ad or £120.00 (ex VAT) for Half and Full Page ads. Full payment for this service will be required in advance and the ad will go live once payment is received.

Display Advertising

Full page inside **£675** (ex VAT)

Half page inside **£395** (ex VAT)

Quarter page inside **£245** (ex VAT)

Double page inside **£1200** (ex VAT)

Lineage **£100** (ex VAT)

Specials (please email advertising@bshaa.com to confirm availability)

Double Page Centre Spread **£1400** (ex VAT)

Inside front cover full page **£1015** (ex VAT)

Outside back cover full page **£830** (ex VAT)

Inserts

Up to A4 size, single sheet **£1295** (ex VAT)

Up to A4 size, 4pp **£2495** (ex VAT)

Maximum insert size is A4. Customised shapes need at least one straight leading edge. Advertisers must supply their own printed inserts to our address by our specified date. If they are not received by our deadline and insertion and/or distribution is missed, the full cost is still payable.

Classified Advertising

Fixed classified ad size for SMEs only. **£75** (ex VAT)

2020 key dates

Issue	Copy Deadline	Distribution
FEBRUARY	13 January 2020	Mid Feb
APRIL	9 March 2020	Mid April
JUNE	11 May 2020	Mid June
AUGUST	13 July 2020	Mid August
OCTOBER	14 September 2020	Mid October
DECEMBER	9 November 2020	Mid December



Artwork Specifications

DISPLAY ADVERTISING

Full page trim size: A4 297mm deep x 210mm wide.

Please allow at least 3mm bleed on any ads requiring bleed.

Half page portrait: 250mm deep x 90mm wide

Half page landscape: 125mm deep x 180mm wide

Quarter page portrait: 125mm deep x 90mm wide

RECRUITMENT ADVERTISING

Full page trim size: A4 297mm deep x 210mm wide.

Please allow at least 3mm bleed on any ads requiring bleed.

Half page recruitment: 125mm deep x 180mm wide

Quarter page recruitment: 125mm deep x 85mm wide

CLASSIFIED ADVERTISING

Classified box: 45mm deep x 60mm wide

ARTWORK TECHNICAL SPECIFICATIONS

Artwork is required as a press-ready PDF artwork with bleed and crop marks included and **all fonts embedded**. Please send artwork by e-mail to advertising@bshaa.com.

For artwork queries please e-mail advertising@bshaa.com or call Mr Ceri Davies on 029 2078 6573.

Terms & Conditions

ONLINE ADVERTISING

Note that only the first 50 words (approx) of your listing will show on the 'Careers' landing page. If you do not supply text as a separate plain text or Word file, we will take the text from your supplied artwork, but will not be responsible for any errors that may occur during this process. Online ads will go live on bshaa.com on the same date as the magazine is dispatched to members.

TERMS OF ACCEPTANCE

All requests for bookings are accepted at the Editor's discretion. All advertising copy supplied is subject to the Editor's final approval and any copy changes requested by the Editor must be provided at the advertisers' own cost. PLEASE NOTE that it is BSHAA policy that specific salaries or salary indications cannot be shown on recruitment ads. Any artwork submitted showing salaries will need to be amended and re-submitted at advertiser's own cost. BSHAA has an open advertising policy to enable members of the hearing and audiology communities to share opportunities. By the inclusion of a specific advertisement, BSHAA is not providing endorsement of organisations or products.

BLOCK BOOKINGS

Block-bookings invoices can be issued for the whole year or on a per-issue basis. If an advertiser cancels a block-booking part-way through the year, BSHAA reserve the right to reclaim the difference between the discounted and published full rates for ads already run during the block-booking period.

PAYMENT TERMS

Bookings must be made on the official order form attached. Invoices are issued upon magazine publication and payment terms are strictly 14 days. Interest will be charged at 5% per month for overdue accounts. All advertisements are subject to VAT.

Your Name:

2020

Your Organisation:

If you would like to book advertising space in a forthcoming issue of BSHAA people please complete this form and return by e-mail to advertising@bshaa.com **Please tick all relevant boxes to ensure your space is reserved**

PUBLICATION DATES:

<i>Issue Required</i>	<i>Copy Deadline</i>	<i>Distribution</i>
<input type="checkbox"/> FEBRUARY	13 January 2020	Mid February
<input type="checkbox"/> APRIL	9 March 2020	Mid April
<input type="checkbox"/> JUNE	11 May 2020	Mid June
<input type="checkbox"/> AUGUST	13 July 2020	Mid August
<input type="checkbox"/> OCTOBER	14 September 2020	Mid October
<input type="checkbox"/> DECEMBER	9 November 2020	Mid December

Please note that there is a 15% discount off the published rates when block-booking advertising in 6 issues together.

DISPLAY ADVERTISING:

I would like to book the following type of ad at the rates stated (excluding VAT):

- | | |
|---|--|
| <input type="checkbox"/> Full page inside.£675 (ex VAT) | Specials (please contact us to confirm availability) |
| <input type="checkbox"/> 1/2 page inside£395 (ex VAT) | <input type="checkbox"/> Double Page Centre Spread. £1400 (ex VAT) |
| <input type="checkbox"/> 1/4 page inside£245 (ex VAT) | <input type="checkbox"/> Inside Front Cover Page. £1015 (ex VAT) |
| <input type="checkbox"/> Double page inside£1200 (ex VAT) | <input type="checkbox"/> Outside Back Cover Page £830 (ex VAT) |
| <input type="checkbox"/> Lineage.£100 (ex VAT) | |
| <input type="checkbox"/> New advertisement. New artwork PDF to be supplied with crop marks and embedded fonts | |
| <input type="checkbox"/> Re-run of previous advertisement artwork from issue dated | |

RECRUITMENT/CLASSIFIED ADVERTISING:

I would like to book the following type of ad at the rates stated (excluding VAT):

- | | |
|---|---|
| <input type="checkbox"/> Full page ad plus web listing£1735 (ex VAT) | |
| <input type="checkbox"/> 1/2 page ad plus web listing£865 (ex VAT) | <input type="checkbox"/> 1/4 page ad plus web listing £635 (ex VAT) |
| <input type="checkbox"/> New advertisement. New artwork PDF to be supplied with crop marks and embedded fonts | |
| <input type="checkbox"/> Re-run of previous advertisement artwork from issue dated | |

Please supply your text for the web listing by e-mail as plain text or Word file.

Please see note on Rate Card regarding fees for recruitment ads appearing on the bshaa.com website outside published dates.

INSERT:

I would like to book an insert at the rates stated (excluding VAT). I have read and agree to the attached terms & conditions for the booking of inserts in BSHAA people:

- | | |
|---|--|
| <input type="checkbox"/> Single sheet insert up to A4 size £1295 (ex VAT) | <input type="checkbox"/> 4pp insert up to A4 size £2495 (ex VAT) |
|---|--|

CLASSIFIED:

I would like to book a classified advert at the rates stated (excluding VAT):

- Classified box. SMEs only. £75 (ex VAT)

Please read the attached terms and conditions of booking. Submission of this form confirms that you have read and agree to these terms.