



British Association of Prosthetists and Orthotists

BAPOMag Advertising 2010

The British Association of Prosthetists and Orthotists (BAPO) provide advertising services via "BAPOMag", a high quality prosthetic and orthotic publication, which is published three times a year for distribution to around 1,000 BAPO members, affiliates and associates as well as external addresses in the UK, Europe and the rest of the world.

The magazine has nine A4 slots available (landscape or portrait format) made up of two A4 black & white slots and seven A4 full colour slots. If necessary, advertising space may be increased to a maximum of eleven A4 slots at the Editor's discretion. Also one A4 loose-leaf insert is available within any single BAPOMag publication. Please note that space tends to sell very quickly and you are encouraged to book early to avoid disappointment. A free complimentary copy of BAPOMag is inclusive in advertising prices quoted.

If you are interested in utilising the magazine as an advertising platform to expose a product, short course or any other information, you are invited to complete and return the booking form to the BAPO Secretariat. Acceptance of orders will be confirmed by BAPO in writing and is on a "first-come, first-served" basis. BAPO operate a Professional Courtesy Policy for existing advertisers, which allows them to retain their existing advertising slots. Reservations for three issues will take priority over reservations for one issue.

Deadlines for 2010

Issue	Artwork Submission Deadline	Distribution
1	4 January 2010	1 February 2010
2	4 June 2010	25 June 2010
3	1 October 2010	28 October 2010

NB: Artwork submission deadlines are final.

Advertising Availability and Price List

	COLOUR						BLACK AND WHITE					
	3 ISSUES (A4 Landscape or Portrait A5 Landscape only)			1 ISSUE (A4 Landscape or Portrait A5 Landscape Only)			3 ISSUES (A4 Landscape or Portrait A5 Landscape Only)			1 ISSUE (A4 Landscape or Portrait A5 Landscape Only)		
	A4	A5	1/3	A4	A5	1/3	A4	A5	1/3	A4	A5	1/3
Outside Front Cover	N/A	N/A	N/A	N/A	£1235	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Outside Back Cover	£1166	N/A	N/A	£1235	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Inside Back Cover	£1086	N/A	N/A	£1166	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Inside Front Cover	£1086	N/A	N/A	£1166	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Inside Page	£937	£458	£239	£1006	£503	£251	£399	£193	£101	£468	£239	£125
Loose Leaf Literature Insert	£1099 One A4 Page Size Insert/1 CD Insert – (If you book 3 issues)											
	£1166 One A4 Page Size Insert /1 CD Insert– (If you book 1 issue)											
Centre Pull-out	£3075 per issue (2 A4 Ads)											

NB: Prices Quoted Are Per Issue & Exclude Value Added Tax
Prices valid Jan – Dec and subject to Annual increase

(A VAT invoice will be issued following distribution of each publication, together with a free complimentary copy of BAPomag)

General Information

Please send any electronic artwork to the BAPO Secretariat and to Keith Smith at the email address below. Please note that **one hard copy of your advert content should be forwarded to the BAPO Secretariat for proof-reading purposes.** The other hard-copy should accompany your electronic artwork submission directly to the printing contractor by the deadline, addressed as follows:-

**Attention: Keith Smith, BAPOMAG Advertising Artwork
15 Myrtle Crescent, Bilston, Midlothian EH25 9RU**

If you require further clarification on artwork format specification and/or submission guidelines in respect of advertising via cover and inside pages please contact:-

Keith Smith,
Tel: 07917 640172 Email: keith@heavyfresno.com

Format Specification Requirements

Disk media:
CD

File Formats:

(In order of preference):

PDF (high resolution ie 1200dpi), or high resolution jpg or Photoshop file (300dpi). InDesign and Illustrator formats also supported but should be accompanied with all fonts and images, and may incur extra charges.

A good quality printed proof should be supplied.

- **A4 Full Page Advert:**

Image area 210mm width x 297mm depth. 5mm bleed on a all edges (when supplying PDF image size should be 20mm x 3307mm to allow for 5mm bleed)

- **Half Page Advert (Landscape)**

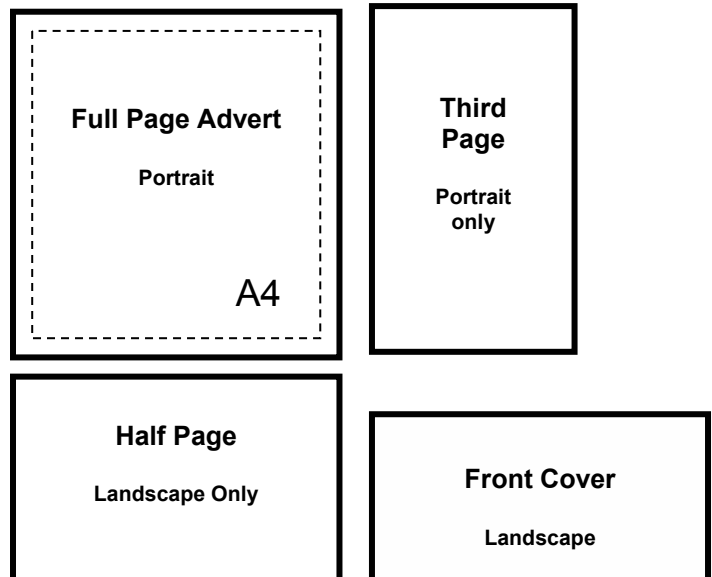
185mm width x 120mm depth. No bleed

- **Third Page Advert**

57mm width x 247mm depth. No bleed

- **Front Cover Advert**

210mm x 140mm (when supplying PDF image size should be 220mm x 150mm to allow for 5mm bleed)



Loose Leaf Insertions

The maximum number of loose-leaf inserts which BAPO will accept is ONE, single, A4 sheet per publication. The weight of your insert should not exceed 60g otherwise excess postage will apply. It is the advertiser's responsibility to ensure BAPO receives and approves a hard-copy of your loose-leaf insert prior to distribution. Advertisers are requested to provide 1000 inserts directly to our distributors, The Fulfilment factory (address below) by the relevant artwork submission deadline date. Please address your package as follows:-

Attention: Arlene Maben, BAPOMAG Loose Leaf Inserts,
Edinburgh Mailing Services Limited, Unit 24 New Broompark, Edinburgh, EH5 1RS



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BAPOMag Advertising Booking Form 2010

Please note:

- Acceptance of orders received is at the discretion of BAPO
- Confirmation that BAPO can accommodate your order will follow
- All advertising material is published and distributed in good faith and is not necessarily the view of BAPO.

COMPANY DETAILS		
Company Name		
Address for Correspondence		
Contact Name	Title	First Name Surname
Telephone No:	Fax No:	Email:

ORDER DETAILS					
Description (Cover, Inside Page, Loose Leaf or Pull-Out)	Colour or Black & White	Number of Issue(s) 1, 2 or 3	Size A4, A5 or 1/3	Orientation (Landscape /Portrait)	Cost per issue £

AUTHORISATION BAPO cannot process your order without authorisation	
Name of person placing this order	Position
• In the event of cancellation, I accept all legitimate charges raised at the discretion of BAPO	
Signature	Date

THANK YOU FOR YOUR ORDER

Please send this form to the BAPO Secretariat

BAPO Secretariat, Sir James Clarke Building, Abbey Mill Business Centre, Paisley PA1 1TJ
Tel: 0141 561 7217 Fax: 0141 561 7218
Email: bapomag@bapo.com