

DATA REQUIREMENTS

Hi-Res PDF

PDFs should be distilled in Adobe Distiller. Settings can be supplied upon request.

Quark XPress

The "collect for output" feature should be used to ensure all fonts and images are collected.

Adobe Illustrator

Placed images should be supplied or embedded. Fonts should be supplied or outlined.

Adobe InDesign

The "package" feature should be used to ensure all fonts and images are collected.

Adobe Photoshop

Files should be saved as EPS or TIFF with LZW compression and be no less than 300dpi at actual size. Line Art images should be 1270dpi.

Disk Media: CD, DVD, 100/250/750Mb Zip



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www.UK-Dentistry.org

GDP Media Pack 2010 with Features List

From the beginning, the Association always had a newsletter, which reflected the views of the members. In 1958 the newsletter was re-launched as a magazine and The GDP is now a journal of considerable influence.

READERSHIP

The GDP is the print publication of the Dental Professionals Association, which supports and represents primary dental care professionals in the UK. Since November 2009 this has included nurses, hygienists, therapists and technicians. The GDP contains articles of relevance to primary dental care and advertising. It is seen by members as a major benefit. Since 2008 the GDP has been available on-line at www.UK-Dentistry.org

The purposes of the GDP are to inform and entertain DPA members and to influence dental policy in the UK. The GDP provides FREE CPD for members. The readership is predominantly younger practitioners who are actively expanding their practices.



CIRCULATION

The magazine is printed bi-monthly (six issues each year), with a subscription-only readership of over 4,000. It is also distributed free of charge to opinion-formers within the profession. As a subscription journal the GDP is better read than the (many) free publications. Members are favourably disposed to advertisers who are helping the association which helps them. The Sep / Oct edition is always a special BDTA Exhibition Edition which is distributed to 10,000 practices.

ADVERTISING

The printed version of the GDP is A4 full-colour throughout. Adverts vary from one quarter-page including image (popular for industry announcements and product launches), full-page or double-page display. Outside and inside front and back covers are also available. The magazine includes book and product reviews and advertorial by arrangement. We carry inserts at reasonable rates but NOT classified advertising or response cards. 10 per cent agency and series discounts are available. We are particularly keen to attract lifestyle advertising. There is no VAT to pay on advertising in the GDP (subject to change without notice).

CAMPAIGNS – OBJECTIVES AND CROSS-MEDIA

We will work with you to achieve the objectives in your marketing plan. Cross-media campaigns can include the DPA Web site (<http://www.UK-Dentistry.org>) Twitter feed ([Twitter.com/toothydides](https://twitter.com/toothydides)), the DPA List and member mailings and e-mailings.

MEDIA PACK

Single proforma copies of the GDP can be obtained from our London office by telephoning 0207 636 1072 or emailing info@UK-Dentistry.org

GDP MAGAZINE FEATURES LIST 2010

Issue	Features
Jan / Feb	Private Dentistry / Financial Planning
Mar / Apr	Aesthetic Dentistry / Tooth whitening / IT Special Pullout
May / Jun	Dental Plans / Prevention
Jul / Aug	Specialist Dentistry / Endodontics / Implantology
SEP / OCT	BDTA Special Edition / New Technology & Materials
Nov / Dec	Lifestyle: Holidays / Cars

Contacts

Advertising	Farideh Ghassemian
Product Reviews	Derek Watson BDS
Telephone	+44 (0)207 636 1072
Media Pack	Dental Practitioners' Association 2 nd Floor, 61 Harley Street, LONDON W1G 8QU
Enquiries	Info@UK-Dentistry.org

Mechanical Data (mm)

	Type Area	Trim Size	Bleed Size
Full Page	259 x 175	297 x 210	303 x 216
Double Page	259 x 380	297 x 420	303 x 426
Half-Page Horizontal	126 x 175	145 x 210	151 x 216
Half-Page Vertical	263 x 80	297 x 95	303 x 101
2-Column Full Page	116 x 240		
2-Column Half-Page	116 x 120		
Quarter Page	126 x 84	145 x 95	151 x 101

To Advertise ring 0207 636 1072

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GDP Advertising Order Form 2010

PLEASE COMPLETE THIS FORM USING BLOCK CAPITALS.

ADVERTISER DETAILS

COMPANY

ADDRESS:

TEL:

E-MAIL:

YOUR BOOKING REFERENCE:

NAME

POSITION

AGREED TOTAL PRICE (QUERIES? RING +44 (0)207 636 1072)

I WISH TO CONFIRM THE BOOKING BELOW

AUTHORISED SIGNATORY

DATE

PLEASE CIRCLE YOUR REQUIREMENTS

QUESTIONS? RING +44 (0)207 636 1072

ALL PAGES FULL COLOUR	JAN / FEB 09	MAR / APR 09	MAY / JUN 09	JUL / AUG 09	BDTA SPECIAL SEP / OCT 09	NOV / DEC 09
INSIDE FRONT COVER	£698	£698	£698	£698	£1264	£698
INSIDE BACK COVER	£698	£698	£698	£698	£1264	£698
OUTSIDE BACK COVER	£732	£732	£732	£732	£1297	£732
FULL A4 PAGE	£665	£665	£665	£665	£1144	£665
HALF PAGE LANDSCAPE	£359	£359	£359	£359	£599	£359
HALF PAGE PORTRAIT	£359	£359	£359	£359	£532	£359
2-COL. FULL HEIGHT	£399	£399	£399	£399	£532	£399
2-COL. HALF HEIGHT	£200	£200	£200	£200	£239	£200
QUARTER PAGE	£200	£200	£200	£200	£239	£200
PRESS RELEASE (*)	£90	£90	£90	£90	£120	£90

(*) 225 WORDS WITH ONE IMAGE—PLEASE SEND TEXT AND IMAGE SEPARATELY

ADDITIONAL INSTRUCTIONS:

PAYMENT TERMS

FIRST-COME, FIRST-SERVED.
PAYMENT ON INVOICE IN FULL STRICTLY 30 DAYS FROM PUBLICATION
CANCELLATIONS IN WRITING NO LESS THAN TWO WEEKS BEFORE COPY DEADLINE

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OR FAX TO: +44 (0)207 636 1086 (10AM—4PM BY ARRANGEMENT)