



ADVERTISING WITH ADAWA

PROMOTIONAL OPTIONS 2022

ADVERTISING WITH ADAWA

PROMOTIONAL PATHWAYS

ADVERTISE WITH US

The Australian Dental Association of WA has a membership of 1,800 members, who comprise 94% of dental professionals in WA. If you want to get the attention of dental professionals in Western Australia – communicating with our members is the way to do it!

For our advertisers, we offer various advertising digital and print opportunities, to ensure your message gets maximum exposure.

TYPICALLY, ADAWA PROMOTION OF AN EVENT, PRODUCT OR SERVICE FOLLOWS THIS PATHWAY:



EDITORIAL

Editorial feature in Western Articulator, with a lifestyle story, case studies and call to action



FULL PAGE ADVERT

Accompanying advert in Western Articulator



WEBSITE

Editorial feature reposted on adawa.com.au



DIGITAL MEDIA CAMPAIGN

Stories, reminders, case studies and calls to action across social channels and eDMs, with varied content– linking back to initial website story.



EDMS

Brief story and call-to-action in eDM, accompanied by banner advert



SOCIAL MEDIA

Website story reposted across social channels and Facebook Groups

WESTERN ARTICULATOR

ADVERTISING FEES

The Western Articulator is a 42-page digital magazine published 6-weekly by the Australian Dental Association of WA. It is distributed digitally to 1,800 ADAWA members, who comprise 94% of dental professionals in WA. Currently, the magazine is opened by half the membership via ISSUU. In addition, 300 copies of the Western Articulator are printed and delivered to those ADAWA members who prefer to receive a hard copy of the magazine.

The Western Articulator is a high-quality publication offering a mix of feature and clinical articles relevant to WA's dental professionals. It is designed, written and published to the highest-possible standard.

*All prices are exclusive of GST.
ADAWA Member discounts available.
Discounts for block bookings available.*

PRINT ADVERTISING

Advertisements are to be provided by the client.

Full-page Ad	\$600
Full-page Ad inside front cover	\$700
Full-page Ad back cover	\$800
Half-page Ad	\$400
Quarter-page Ad	\$300

PRINT ADVERTORIALS

Advertorial content is to be provided by the client. ADAWA will proof-read and design, supplying a single proof for revision and approval prior to publication.

Full-Page Advertorial	\$650
<i>with copy, images and logo provided by client</i>	
Full-Spread Advertorial (2 facing pages)	\$800
<i>with copy, images and logo provided by client</i>	
Full-Page Ad + Full-Page Advertorial	\$1200
<i>with copy, images, logo and advert provided by client</i>	
Full-Page Ad + Full-Spread Advertorial	\$1500
<i>with copy, images, logo and advert provided by client</i>	

FEATURE ARTICLES

Written by our media team, feature articles require an interview with your key personnel and supply of imagery. ADAWA will proof-read and design, supplying a single proof for revision and approval prior to publication.

Full-Page Feature Article	\$850
<i>written by ADAWA, with images and logo provided by client</i>	
Full-Spread Feature Article (2 facing pages)	\$1000
<i>written by ADAWA, with images and logo provided by client</i>	
Full-Page Ad + Full-Page Feature Article	\$1400
<i>written by ADAWA, with imagery and advert provided by client</i>	
Full-Page Ad + Full-Spread Feature Article	\$1700
<i>written by ADAWA, with imagery and advert provided by client</i>	

DESIGN SERVICES

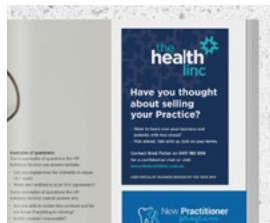
ADAWA can provide graphic design services for the design of adverts. This service is charged at **\$150 per hour**, with a minimum charge of one hour.

EDITORIAL SERVICES

ADAWA can provide editorial services on an as-needs basis. This service is charged at **\$150 per hour**, with a minimum charge of one hour.

WESTERN ARTICULATOR

ADVERTISING SAMPLES



PRINT ADVERTS

Artwork supplied by Advertiser.

- Full Page
- Half Page
- Quarter Page

PRINT ADVERTORIALS

Written copy supplied by Advertiser

- Spread (2 full pages)
- Full page

FEATURE ARTICLES

Written and designer by the media team.

- Spread (2 full pages)
- Full page

WESTERN ARTICULATOR

SPECIFICATIONS

BOOKINGS

The 2022 editions of the Western Articulator will be published:

Edition 1 — February 9

Edition 2 — March 23

Edition 3 — May 4

Edition 4 — June 15

Edition 5 — July 27

Edition 6 — September 7

Edition 7 — October 19

Edition 8 — November 30

If you would like to book an **Advertorial or Feature Article**, please email the media team **14 working days** prior to the listed publication date.

All **print advertising** must be submitted **7 working days** before the publish date (as above), by email. Advertisements received after the due date cannot be guaranteed to appear in that issue.

ARTWORK AND FILE SUPPLY

- **Feature Articles and Advertorials** should be submitted as a **WORD** document with any images or graphics supplied as per the listed file types adjacent.
- **Print Adverts** must be supplied as a high-resolution PDF, with all fonts embedded or converted to outlines, and all images, logos and supporting graphics converted to CMYK.
- All images and artwork must be in high resolution CMYK with a minimum of 300dpi. Please make sure any Spot/Pantone colours used are converted to a process/CMYK value.
- Final artwork must be set to the exact trim size provided. Allow for 5mm bleed around all edges, unless otherwise specified.
- Font sizes should not be smaller than 6pt at 100% scale.

SIZING

AD SIZE	TRIM SIZE <i>Final visible artwork size.</i>	BLEED SIZE <i>Trim + 5mm bleed (if applicable).</i>	TYPE SIZE <i>Minimum of 10mm from Trim</i>
 Full Page	210mm (W) 297mm (H)	220mm (W) 307mm (H)	190mm (W) 277mm (H)
 Half Page <i>horizontal</i>	210mm (W) 147mm (H)	220mm (W) 157mm (H)	190mm (W) 127mm (H)
 Half Page <i>vertical</i>	100mm (W) 297mm (H)	110mm (W) x 307mm (H)	80mm (W) 277mm (H)
 Quarter Page <i>horizontal</i>	176mm (W) 60mm (H)	NA	180mm (W) 50mm (H)
 Quarter Page <i>vertical</i>	88mm (W) 129mm (H)	NA	83mm (W) 120mm (H)

FILE TYPES

	ACCEPTED	NOT ACCEPTED
Photography & Illustration	jpg, psd, tif	png, gif, eps, indd, doc, docx
Logos & Infographics	ai, eps, pdf, jpg	png, gif, indd
Copy	doc, docx, pdf	pub, indd, pages
Adverts (Artwork)	pdf, jpg	png, gif, eps, indd, doc, docx

For all bookings, please contact the media team at media@adawa.com.au

Bookings may be subject to approval from the ADAWA CEO.

ADAWA WEBSITE

ADAWA's new and improved website was recently launched. The website allows ADAWA members improved functionality, the ability to quickly and easily access member resources, including CPD, and stay up-to-date with industry news.



ADVERTISING FEES

DIGITAL ADVERTISING

Content and imagery are to be provided by the client.

Web Section Banner \$200/week

Ideal for large banner advertising, spanning the full width of the section, clients can include a background image, copy, additional images and links. Displayed on News & Media and CPD page.

Web Leaderboard Banner \$150/week

A full width digital image, including a single link. Displayed on our News & Media article and CPD Course pages.

Web MREC \$100/week

Nesting into sidepanels, on News & Media article and CPD Course pages. Mini-Rectangle is perfect for long-term campaigns. Includes single link.

DIGITAL ADVERTORIALS

Advertorial content is to be provided by the client. ADAWA will proof-read and design, supplying a single proof for revision and approval prior to publication.

Digital Advertorial \$200

Web MREC + Digital Advertorial \$250

MREC displayed for one week

Web Leaderboard + Digital Advertorial \$300

Leaderboard displayed for one week

Web Section Banner + Digital Advertorial \$350

Section Banner displayed for one week

DIGITAL FEATURE ARTICLES

Written by our media team, feature articles require an interview with your key personale and supply of imagery. ADAWA will proof-read and design, supplying a single proof for revision and approval prior to publication.

Digital Feature Article \$300

Web MREC + Digital Feature Article \$350

Web Leaderboard + Digital Feature Article \$400

Web Section Banner + Digital Feature Article \$450

*All prices are exclusive of GST.
ADAWA Member discounts available.
Discounts for block bookings available.*

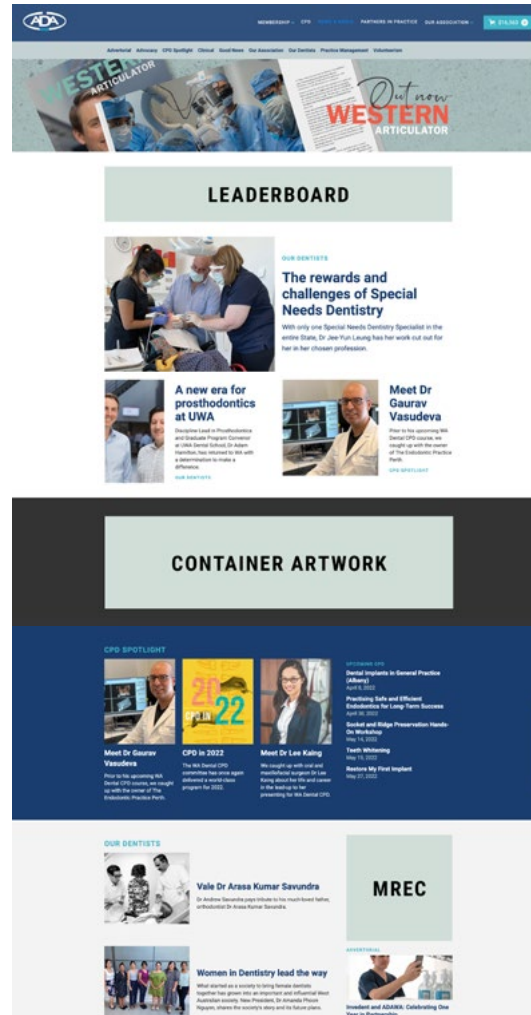
ADAWA WEBSITE

BOOKINGS

If you would like to book a **Digital Advertising, Advertorial or Feature Article**, please email the media team. Bookings are subject to availability.

ARTWORK AND FILE SUPPLY

- **Web Section Banners** must be supplied as multiple components. The background will span the full width of the website, and is responsive for all devices. Client may supply either a background image or a background colour (Hex). Container artwork must be supplied as outlined adjacent, with a singular html address for linking.
- **Digital Adverts** must be submitted as a **png, jpg or gifs** at the sizes specified adjacent, with a singular html address for linking.
- **Digital Feature Articles and Advertorials** must be submitted as a **WORD** document with any images or graphics supplied as per the listed file types adjacent.



SPECIFICATIONS & SAMPLES

DIGITAL ADVERTISING SPECIFICATIONS

Content and imagery are to be provided by the client.

AD SIZE	SIZE	FILE TYPE
 Web Section Banner <i>Please note. Background will resize based on viewer screen.</i>	Background 1920px (W) 400px (H) Container 942px (W) 250px (H)	jpg, png jpg, png, svg
 Web Leaderboard	942px (W) 150px (H)	jpg, png, svg
 Web MREC	290px (W) 290px (H)	jpg, png, svg

DIGITAL ADVERTORIAL & FEATURE ARTICLE SPECIFICATIONS

FILE TYPES	ACCEPTED	SIZE
Hexachrome (HTML) colour code	ie. #ec008b	NA
Photography & Illustration	png, jpg, gif	
Logos & Infographics	png, jpg, svg	
Copy	doc, docx	NA

For all bookings, please contact the media team at media@adawa.com.au

Bookings may be subject to approval from the ADAWA CEO.

ADAWA DIGITAL MEDIA

EDMs are sent out fortnightly to 1,800 dental professionals across WA, with an open rate of well over 50%, and high click-through.

ADAWA has active and growing audiences across its website, adawa.com.au, Facebook (2 x Facebook pages + 2 Facebook members' groups), Instagram and LinkedIn. Social-media platforms offer good engagement, while the ADAWA private members' Facebook group is actively used by two-thirds of our membership.



EDM ADVERTISING

Advertisements are to be provided by the client. We are currently offering the following advertising opportunities:

EDM Advertorial Feature \$200

Single article within EDM. Up to 500 words, image, logo, hyperlinked to advertisers website.

EDM Full Section Banner Advert \$250

Spans full width including background image, copy (limited to 50 words), logo, image, hyperlinked to advertisers website.

EDM Leaderboard \$150

Hyperlinked to advertisers website

EDM Mini Rectangle (MREC) \$100

Hyperlinked to advertisers website

OFFER EDM

An exclusive stand-alone EDM, sent to ADAWA 1,800 members, including cobranding, and Advertisers offer to membership. Advertiser to supply images and copy or html file of designed EDM.

Offer EDM (supplied as HTML) \$350

HTML Designed file supplied by Advertiser for uploading into Campaign Monitor

Offer EDM \$550

Designed by ADAWA using supplied copy & imagery.

SPONSORED SOCIAL MEDIA POSTING

Currently, ADAWA is offering the following advertising opportunities across its digital platforms:

Social-Media Post \$200

Supplied and written by client. Posted to Facebook Pages & Group, Instagram + LinkedIn

Facebook Live (1 hr) \$600

One hour Access to Facebook Live within ADAWA membership group.

All prices are exclusive of GST.
ADAWA Member discounts available.
Discounts for block bookings available.

BOOKINGS

If you would like to book a **Digital Media item**, please email the media team. Bookings are subject to availability.

ARTWORK AND FILE SUPPLY






- **EDM Section Banners** must be supplied as multiple components. The background will span the full width of the website, and is responsive for all devices. Client may supply either a background image or a background colour (Hex). Copy, logo, image must be supplied as per the listed file types adjacent, with a singular html address for linking.
- **EDM Leaderboards & MRECs** must be submitted as a **png, jpg or gifs** at the sizes specified adjacent, with a singular html address for linking.

For all bookings, please contact the media team at media@adawa.com.au

Bookings may be subject to approval from the ADAWA CEO.

DIGITAL MEDIA SPECIFICATIONS

Content and imagery are to be provided by the client.

AD SIZE	SIZE	FILE TYPE
 EDM Section Banner Advert <i>Please note. Background will resize based on viewer screen.</i>	Background 800px (W) 300px (H)	jpg, png
 EDM Leaderboard	615px (W) 115px (H)	jpg, png, svg
 EDM MREC	150px (W) 150px (H)	jpg, png, svg
 Social Media Post Instagram (square)	1200px (W) 1200px (H)	jpg, png
 Social Media Post Facebook (rectangle)	1200px (W) 630px (H)	jpg, png

DIGITAL ADVERTORIAL & FEATURE ARTICLE SPECIFICATIONS

FILE TYPES	ACCEPTED	SIZE
Hexachrome (HTML) colour code	ie. #ec008b	NA
Photography & Illustration	png, jpg, gif	
Logos & Infographics	png, jpg, svg	
Copy	doc, docx	NA

ADAWA EVENTS

WA Dental CPD and membership events are always well-attended by the dental community, enabling in-person networking and education opportunities.

All prices are exclusive of GST.

ADAWA Member discounts available.

Discounts for block bookings available.



ANNUAL OR GENERAL MEETING PRESENTATION

Promoted within Western Articulator CPD calendar, and via Dental Talk Weekly, an opportunity for a 10-15 minute presentation by the Advertiser to the membership present at the meeting. Advertiser to supply presentation.

General Meeting *POA*

Annual General Meeting *POA*

ZOOM WEBINARS

Custom event, promoted through selected magazine, website and digital media. Zoom webinar hosted by ADAWA and Advertiser as either a paid or free event. To be negotiated as needed.

Zoom Webinar *POA*

ADVERTISING FEES

CPD EVENT SPONSORSHIP

Sponsorship of CPD courses; includes sponsorship branding on all promotional course material.

CPD Event Sponsorship *POA*

CONFERENCE SPONSORSHIP

Sponsorship of ADAWA conferences; includes sponsorship branding on all promotional material.

Conference Sponsorship *POA*