

***SINGAPORE DENTAL ASSOCIATION
ADVERTISEMENT
RATE CARD***



SDA ADVERTISEMENT RATES

FLYER INSERTION

	Dental Commercial	Non-Dental Commercial
Black/White	\$820	\$950
Coloured	\$1,320	\$1,550

Frequency Discount
(at least 3 bookings in a year)

15% discount - upfront payment for all 3 insertions
7% discount - payment by per insertion

Printing Cost
(If black/white printing is done by SDA)
1-sided **\$95** 2-sided **\$145**

EMAIL BLAST

Routine (Every 1 st or 3 rd Friday of the month)	:	\$200
Non- Routine (Every 2 nd , 4 th or 5 th Friday of the month)	:	\$330
Email Blast Mailer Package (Every 1 st or 3 rd Friday of the month)	:	\$120

- Price quoted is for 1- time email blast only

- Kindly note that this email blast is not an exclusive email blast as it will be sent out together with other events/products too. SDA will not be responsible for responses from our members.

- We also provide exclusive Monthly Mailer & Email Blast (Standalone). Please contact us for further details.

CLASSIFIED

SDA Members	:	\$30
Non SDA Members	:	\$100

Frequency Discount
(For Non-SDA members only)

10% discount for booking at least 6 months
15% discount for booking at least 12 months

Material Specification & Deadline Submission

Advert. size requirement : A4 to A5 size max 15g.
Additional cost will be charged for flyer above 15g

16g - 35g	36g - 80g	81g - 150g	151g - 230g
\$80	\$230	\$350	\$430

All advertisement is subject to Council approval before you proceed to print

Delivery deadline – 20th of the preceding month

Number of copies subject to change
Please check for print run prior to delivery

Routine Email Blast: E-flyer in PDF format
+ a brief detail of your event / product
(not more than 180 words)

Non-Routine Email Blast: E-flyer in PDF format
+ your company logo in JPEG format + a brief detail of your event / product (up to 300 words)

Materials to be submitted 3 days in advance of the email blast date

Bookings / cancellation to be by 15th of the month

THE DENTAL SURGEON (TWO ISSUES A YEAR)

(June & December)

	Commercial	*Regular Commercial
Frontcover Strip (45mm x 210mm)	\$5000	\$4500
Centrefold	\$3000	\$2800
2 page advertorial	\$2100	\$1900
Outside Back Cover	\$2000	\$1500
Inside Front Cover	\$1800	\$1500
Inside Back Cover	\$1800	\$1500
Inside Full Page	\$1300	\$1200

* Regular Commercial applies when payment is made upfront for all 2 issues

The Dental Surgeon is the sole events and lifestyle publication of the Singapore Dental Association and regularly chronicles Singapore's ever-progressing dental landscape. We publish two issues per year and command a strong readership among SDA members and corporate partners. An online version of the newsletter is also available on the SDA website.

SINGAPORE DENTAL JOURNAL (ONCE A YEAR)

Outside Back Cover	\$5000
Inside Front Cover	\$5000
Inside Back Cover	\$4500
Inside Full Page	\$3500

Booking Deadline:
By end March (June Issue)
By end September (December Issue)

Material Deadline:
Mid- April (June Issue)
Mid-October (December Issue)

Material Specification:
280mm H x 210mm W, 5mm bleed
File format in high-resolution PDF
(at least 300 dpi)

Booking Deadline:
End September

Material Deadline:
Mid-October

Material Specification:
- 280mm H x 210mm W, 5mm bleed
- File format in high-resolution PDF
(at least 300 dpi)

NOTE: All advertisement material is subject to Council approval. All prices quoted are subject to the prevailing GST.



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