

The background features a dark blue gradient with intricate, light blue and white decorative elements. These include swirling lines, stylized leaves, and small circular patterns, creating a dynamic and artistic feel. A prominent vertical blue ribbon-like shape is on the left side. The overall aesthetic is clean and professional.

SINGAPORE DENTAL ASSOCIATION

ADVERTISEMENT RATE CARD 2018

SDA ADVERTISEMENT RATES

SAMPLE INSERTION (In Monthly Mailer)



Dental Commercial	Non-Dental Commercial
\$5,500	\$6,700

Material Specification & Deadline Submission

Limit to one flyer (A4 or A5 size) + one sample insertion

The maximum dimension for this package will be :

Length	Height	Width	Weight
30cm	2.5cm	5cm	40g

- To be packed in plastic kit

FLYER INSERTION

	Dental Commercial	Non-Dental Commercial
Non-coated	\$820	\$950
Coated	\$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**

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

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

Non-coated Paper

- A4 single sheet (not glossy, not matte)
- paper <128gsm

Coated Paper

- Multiple sheets / booklet / pamphlet
- Single sheet, coated (glossy or matte)
- paper >= 128gsm

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.

EMAIL BLAST

Dental Events / Products : **\$230**

Services / Others : **\$350**

Email Blast Package : **\$150**

Price quoted is for 1-time email blast only.

Every Friday of the month (except Public Holiday).

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

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

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

- Bookings / cancellation to be by 15th of the month

Please contact norjana@sda.org.sg for further queries.

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

SDA ADVERTISEMENT RATES

THE DENTAL SURGEON

(Two Issues A Year - June & December)

	Commercial	*Regular Commercial
Frontcover Strip (45mm x 210mm)	\$5,000	\$4,500
Centrefold	\$3,000	\$2,800
2 page advertorial	\$2,100	\$1,900
Outside Back Cover	\$2,000	\$1,500
Inside Front Cover	\$1,800	\$1,500
Inside Back Cover	\$1,800	\$1,500
Inside Full Page	\$1,300	\$1,200

* 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. An online version of the newsletter is also available on the SDA website.

Material Specification & Deadline Submission

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)

SINGAPORE DENTAL JOURNAL ONCE A YEAR

Outside Back Cover	\$5,000
Inside Front Cover	\$5,000
Inside Back Cover	\$4,500
Inside Full Page	\$3,500

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)

CDE ACCREDITATION

We offer CDE accreditation service (such as CDE points registration with SDC and/or promotion of courses/lectures to SDA members) for course/lecture organisers.

Please contact Ms Tracy Ooi at

tracy.ooi@sda.org.sg

for more details

Please contact norjana@sda.org.sg for further queries.

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