Connecting your brand with the dental profession
Introduction

The British Dental Association (BDA) occupies a unique place in UK dentistry.

With over **18,000 members**, our connections with the profession are unparalleled, allowing our voice to be heard by government, policy makers and regulators, nationally and internationally.

We champion high standards and help members to achieve them by providing advice and support, training, and internationally-renowned publications.

As a not-for-profit organisation every pound of surplus we generate goes back into the profession, providing better services for members and improving the nation’s oral health.
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About the BDA

We are the voice of dentists and dental students in the UK.

We support our members every step of their professional lives. Detailed guidance is offered via our website and through our team of expert advisers.

Our local network brings together dentists in every community.

We produce the BDJ, one of the world’s foremost dental publications.

Education is provided through local events and online courses.

And we influence UK governments, promote standards for dentistry and champion oral health.

As the trade union and professional body, we represent all fields of dentistry including general practice, community dental services, the armed forces, hospitals, academia, public health and research.

We are owned and run by our members and all our income is reinvested for the benefit of the profession.
**What we believe**
Dentists are critical to the health of the nation and we want to see better oral health for all.
We stand up for dentists, so they can deliver the very best care for their patients.

**We want to:**
- Promote the interests of our members
- Advance the art, science and ethics of dentistry
- Improve the nation’s oral health.
Why advertise with us

Our aim in working with you is to create mutual benefits – to connect your brand with the audience you need to reach while keeping our members informed and up to date.

The variety and highly-targeted nature of our communications means that whichever segment of the dental audience you want to reach, we offer a way to get your message across.

In a time of ever-increasing marketing noise, the proven ability of the BDA brand to ‘cut through’ and get messages heard is more valuable than ever.
This booklet outlines the various options that we offer to help you communicate with dentists and the dental team. Whether through our publications, website, enewsletters or events, there’s an opportunity that’s right for your brand and message.

In addition to the opportunities outlined here, we are also very happy to collaborate on bespoke campaigns – just get in touch and we’ll see what we can do.

We look forward to working with you.
Advertise on our website

The BDA website is the most popular site in UK dentistry (BDTA 2013 Dental Media Survey). As one of our major membership benefits, it’s one of the most important sources of information for dentists in the UK. On average we have over 35,000 users of the website each month. On average we have over 385,260 page views on the website each month. Popular sections of the website include our advice, events, news centre and library.
THE OPPORTUNITY
By placing banner advertising across our website, you’ll get a dynamic and targeted way to reach your target audience. Identifying relevant areas of the website will ensure you’re reaching the right people.

WHAT DO I NEED TO SUPPLY?
1. For a full width banner on the home page it’s w: 875px x h: 340px. If you prefer to keep the BDA styling then it’s w: 564px x h: 340px in either PNG, JPG or GIF (non-animated)
2. For in-page advertising it’s an image that’s w: 668px x h: 80px in either PNG, JPG or GIF (non-animated)
3. A link to where you’d like the traffic to go.

Prices:
Homepage advert £400 per week (exc. VAT)
In-page advert £100 per week (exc. VAT)
## Advertise on our ecommunications

<table>
<thead>
<tr>
<th></th>
<th><strong>What is it?</strong></th>
<th><strong>Target audience</strong></th>
<th><strong>Circulation</strong></th>
<th><strong>Frequency</strong></th>
<th><strong>Cost</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>England</td>
<td>Regular news/info</td>
<td>Existing BDA members in England</td>
<td>11,100</td>
<td>Fortnightly</td>
</tr>
<tr>
<td>2</td>
<td>N.Ireland</td>
<td>Regular news/info</td>
<td>Existing BDA members in Northern Ireland</td>
<td>500</td>
<td>Fortnightly</td>
</tr>
<tr>
<td>3</td>
<td>Wales</td>
<td>Regular news/info</td>
<td>Existing BDA members in Wales</td>
<td>620</td>
<td>Fortnightly</td>
</tr>
<tr>
<td>4</td>
<td>Scotland</td>
<td>Regular news/info</td>
<td>Existing BDA members in Scotland</td>
<td>1,140</td>
<td>Fortnightly</td>
</tr>
<tr>
<td>5</td>
<td>Non-member</td>
<td>Regular news/info (recruitment)</td>
<td>Non-member, UK GDC registered dentists</td>
<td>3,400</td>
<td>Fortnightly</td>
</tr>
<tr>
<td>6</td>
<td>Student</td>
<td>Regular news/info</td>
<td>Existing BDA Student members</td>
<td>2,330</td>
<td>Monthly</td>
</tr>
<tr>
<td>7</td>
<td>BDA Good Practice</td>
<td>Regular news/info</td>
<td>Good Practice member ‘organisations’ (practice email address)</td>
<td>1,450</td>
<td>Monthly</td>
</tr>
<tr>
<td>8</td>
<td>Expert</td>
<td>Updated documents and relevant advice from Expert Solutions</td>
<td>Existing Expert members</td>
<td>2,180</td>
<td>Monthly</td>
</tr>
<tr>
<td>9</td>
<td>Extra</td>
<td>Advice on best practice</td>
<td>Existing Extra members</td>
<td>1,500</td>
<td>Monthly</td>
</tr>
<tr>
<td>10</td>
<td>Community Dental Services</td>
<td>Committee news and info</td>
<td>Existing BDA members who work in Community Dentistry</td>
<td>1,000</td>
<td>Twice yearly</td>
</tr>
<tr>
<td>11</td>
<td>Foundation Dentists</td>
<td>Reminder of benefits valuable to FDs at particular stage of their training</td>
<td>Existing members who are newly qualified. Occasionally non-member FDs</td>
<td>380</td>
<td>Monthly</td>
</tr>
<tr>
<td>12</td>
<td>Young dentists</td>
<td>Regular news/info</td>
<td>Member dentists who graduated in the past 10 years</td>
<td>3,180</td>
<td>Monthly</td>
</tr>
<tr>
<td>13</td>
<td>Associates</td>
<td>Regular news/info</td>
<td>Existing BDA members who are Associates</td>
<td>4,180</td>
<td>Monthly</td>
</tr>
</tbody>
</table>

All costs are per edition. 1-4 is priced as a single dispatch to reach the four nations (England, Northern Ireland, Wales and Scotland). Prices shown are excluding VAT.
THE OPPORTUNITY

We offer advertisers the opportunity to place banners within emails sent to our members. By restricting advertising opportunities within these emails we’ve ensured an above industry open and click through rate, delivering great value for money.

WHAT DO I NEED TO SUPPLY?

1. Two images — one for desktop (w: 600px x h: 130px) and one for mobile (w: 275px by h: 275px) in PNG or JPEG.
2. A link to where you’d like the traffic to go.
THE OPPORTUNITY
We offer advertisers the opportunity to send solus emails to members on our third party distribution list. We can segment based on your targets or mail the full recipient list.

Basic version

Super Subject Line
Special Presentation from <advertiser>

Dear Dr Smith

Find out more

Stages
Brief
A clear brief is required addressing the components shown within this template

Data
The dispatch works on a simple filter (member vs, non-member, location)

Build
Built on a basic template
Copy, assets (correct dimensions), links provided

Content
Limited personalisation (salutation)
No dynamic content

Dispatch
A/B subject line testing only
Dispatch set up (choice of subject line, choice of time from a list of 3)
Dispatch summary for approval
Live test dispatch to customer

Edits
No amendment loops (corrections only - no change from original brief)

Check/Test
Litmus content check

Reporting
Dispatch reporting (sent, openers, clickers)

Lead time
3 working days from acceptance of brief and assets

Prices:
£250 per 100 recipients broadcast (exc. VAT) + £160 build
WHAT DO I NEED TO SUPPLY?

1. Copy for the body, subject line and super subject line
2. Two versions of each image asset— one for desktop (w: 600px x h: 130px) and one for mobile (w: 275px by h: 275px) in PNG or JPEG.
3. A link to where you’d like the traffic to go.

Standard version

Super Subject Line

BDA
Special Presentation from <advertiser>

Dear Dr Smith


Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque efficitur fringilla lacus a fringilla.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque efficitur fringilla lacus a fringilla.

Find out more

Stages

Brief
A clear brief is required addressing the components shown within this template

Data
This dispatch works on standard filters (simple criteria – member vs. non-member, location, age group) if required

Build
Bespoke build with existing approved modules (header and footer will remain the same)
Copy, assets (correct dimensions), links to be provided

Content
Standard personalisation (salutation, job role)
Basic dynamic content (varied content based on data or behaviour)

Dispatch
A/B subject line testing only
Dispatch set up (choice of subject line, choice of time from a list of 3)
Dispatch summary for approval
Live test dispatch to customer

Edits
One (collated) amendment loop (max 30 mins)

Check/Test
Litmus content check

Reporting
Dispatch reporting (sent, openers, clickers)

Lead time
4 working days from acceptance of brief and assets

Prices:

£250 per 100 recipients broadcast (exc. VAT) + £210 build
Email buttons

THE OPPORTUNITY
We offer advertisers the opportunity to purchase a button within the BDA’s email newsletter template.

Circulation
Members: approx. 39500
via eight newsletters over a calendar month

WHAT DO I NEED TO SUPPLY?
1. The button copy
2. A link to where you’d like the traffic to go.

Prices:
£1700 per month (exc. VAT)
Would you like to stay up-to-date?

Stay in touch with what’s happening in the profession.
Demonstrate to your clients an understanding of the political issues affecting dentistry.
Make sure you receive our latest news.

Email marketing@bda.org to opt in to receive our email newsletter every fortnight.
Advertise on our apps

The BDA has two apps

Left: Into Practice app
Right: Scottish Dental Conference and Exhibition

Images shown are indicative

WHAT DO I NEED TO SUPPLY?

1. For the Into Practice app, please supply an image that’s w: 1748px x h: 2480px as a JPEG
2. For the Scottish Dental Conference and Exhibition app, the banner ads are w: 552px x h: 150px and w: 150 x h: 640px as JPEGS. Please supply both sizes.
<table>
<thead>
<tr>
<th>Into Practice</th>
<th>Scottish Dental Conference and Exhibition</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>What is it?</strong></td>
<td>An app to help attendees and exhibitors see what’s on where and plan their agenda</td>
</tr>
<tr>
<td>An app to help newly-qualified dentists as they start their dental career</td>
<td></td>
</tr>
<tr>
<td><strong>Editorial content</strong></td>
<td>The app covers the Conference and Exhibition sessions, speaker profiles, exhibitor list, show offers and visitor information</td>
</tr>
<tr>
<td>The app covers the various dental career options available and provides information and advice on the key issues facing dentists as they enter practice</td>
<td></td>
</tr>
<tr>
<td><strong>Target audience</strong></td>
<td>Attendees and exhibitors at the Scottish Dental Conference and Exhibition</td>
</tr>
<tr>
<td>Final year students/newly-qualified dentists/foundation dentists</td>
<td></td>
</tr>
<tr>
<td><strong>Downloads</strong></td>
<td>New for 2018. Over 200 delegates expected.</td>
</tr>
<tr>
<td>Over 2,000 per year</td>
<td></td>
</tr>
</tbody>
</table>

**Prices:**

£450 per advert (exc. VAT)
We support our student members by producing handbooks and guides each year covering key topics. Sponsorship is available for each guide.

Prices:

Getting your first job £2500 (exc. VAT)
Career guide £2000 (exc. VAT)

WHAT DO I NEED TO SUPPLY?
A5 portrait; allow 12mm in and outside for ‘safe area’ for important copy; w148mm x 210mm h; print-ready PDF; 300dpi resolution; embed all fonts, images and graphics; 3mm bleed; CMYK four colour process; include trim marks (no bleed marks)
WHAT DO I NEED TO SUPPLY?
Single page inserts that are A4 or smaller – the choice is yours.

THE OPPORTUNITY
We offer advertisers the opportunity to place inserts with deliveries. By restricting the advertising opportunity to just one per mailing, you can ensure your insert isn't lost in the crowd.

THE OPPORTUNITY
We offer advertisers the opportunity to place adverts within the guides or, for those sponsoring the whole guide, to have logos placed on the inside front cover, back cover and have a double-page spread.

Getting your first job
What is it?
A guidebook to help final year student members secure their first job

Target audience
Final year dental student members

Print circulation
1,100

Frequency
Upon joining or delivered as part of their membership in August

Career guide
What is it?
A guidebook to inform fourth year students about their career options

Target audience
Fourth year dental student members

Print circulation
1,100

Frequency
Upon joining or delivered as part of their membership in the autumn term
## Advertising in the BDJ Portfolio

**Springer Nature are our publishers and have a host of advertising opportunities.**
We will happily put you in touch with their dedicated advertising team if you wish to advertise.

<table>
<thead>
<tr>
<th>What is it?</th>
<th>Target audience</th>
<th>Print circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1 British Dental Journal</strong></td>
<td><em>British Dental Journal</em> is the flagship journal of the BDA</td>
<td>18,426</td>
</tr>
<tr>
<td><strong>2 BDJ In Practice</strong></td>
<td><em>BDJ In Practice</em> provides dental industry news stories, political hot topics and practical practice advice</td>
<td>18,047</td>
</tr>
<tr>
<td><strong>3 BDJ Student</strong></td>
<td><em>BDJ Student</em> is the BDA journal for students and new graduates</td>
<td>7,045</td>
</tr>
<tr>
<td><strong>4 BDJ Open</strong></td>
<td><em>BDJ Open</em> is a peer-reviewed, open-access, online-only journal, publishing dental and oral health research from all disciplines</td>
<td>N/A (Online only)</td>
</tr>
<tr>
<td><strong>5 Evidence-Based Dentistry</strong></td>
<td><em>Evidence-Based Dentistry</em> delivers the best available evidence on the latest developments in oral health</td>
<td>18,676</td>
</tr>
<tr>
<td><strong>6 BDJ Team</strong></td>
<td><em>BDJ Team</em> is a free online publication for the whole dental team</td>
<td>N/A (Online only)</td>
</tr>
<tr>
<td><strong>7 BDJ Jobs</strong></td>
<td>BDJ Jobs is the classified section of the <em>BDJ</em>, both in print and online</td>
<td>Within BDJ</td>
</tr>
<tr>
<td><strong>8 BDJ Marketplace</strong></td>
<td>BDJ Marketplace is the classified, non-recruitment section of the BDJ</td>
<td>Within the BDJ</td>
</tr>
</tbody>
</table>
THE OPPORTUNITY
The BDJ Portfolio is the go-to suite of publications for anyone looking to engage with UK dentists. The *British Dental Journal* (BDJ) continues to rank as the #1 publication in the BDIA’s Dental Media Readership Survey.
Advertise at our events

Our seminars are amongst the most highly respected and well attended events in UK dentistry.

Covering everything from clinical to business topics, they regularly attract in excess of 100 delegates. Events are run every year across the UK, ranging from 20-person training courses to our ‘Clinical Expert’ seminars which can attract over 400 delegates.

These events provide a fantastic opportunity for you to get in front of dentists and the dental team during the breaks between sessions – especially powerful as the delegates are engaged and inspired by the topic.
THE OPPORTUNITY
Our seminars offer a fantastic opportunity to advertise to our members by sponsoring an event or taking an exhibition stand to engage with dentists between sessions.

Prices:
Prices start at £300 (exc. VAT)
Marketing team
marketing@bda.org