



BCA Advertising Rate Card

Classified Advertising

This type of ad is useful for advertising jobs, equipment and room/practices for sale or rent.

There are preferential rates for members of the BCA but anyone can place a classified ad.

Online ads appear both in the public and member area of the BCA website.

InTouch classifieds are sent to members of the BCA each week with a distribution of approximately **1800**. They are also made available on the public and member areas of the BCA website.

Ads can be placed and paid for online [here](#) or by emailing enquiries@chiropractic-uk.co.uk

Website and In Touch E-Newsletter Classifieds

BCA Member rates (25% uplift for non-BCA members)

<p><u>Website ads online only</u></p> <p>£63 for up to 400 characters (£78.75 non-members) £79 for 401 – 800 characters (£98.75 non-members) £16 for every additional 400 characters after 800 (£20 non-members)</p>	<p><u>In Touch only</u></p> <p>£63 for up to 400 characters (£78.75 non-members) £79 for 401 – 800 characters (£98.75 non-members) £16 for every additional 400 characters after 800 (£20 non-members)</p>
<p><u>Website ads online plus In Touch</u></p> <p>£79 for up to 400 characters (£98.75 non-members) £99 for 401-800 characters (£123.75 non-members) £20 for every additional 400 characters after 800 (£25 non-members)</p>	<p><u>In Touch Insert</u></p> <p>£105 for members or partners short paragraph, picture and link to flyer or other URL (£131.50 non-members)</p>
<p>In Touch classifieds – 4 consecutive editions minimum Website classifieds – 12 weeks minimum and can include up to 5 jpg images</p>	

The BCA reserves the right to decline placement of advertising

No VAT to pay

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In Touch Inserts

In Touch is a weekly electronic newsletter for members of the BCA.

The Insert ad is aimed at suppliers of products or services and includes a short paragraph of text within the newsletter with any required url and document links as well as an image.

For further information or assistance please contact Gina Wilcox: BCAaccounts@chiropractic-uk.co.uk

Distribution is to approximately **1800** members.

In Touch E-Newsletter Insert

BCA Member rates (*25% uplift for non-BCA members*)

In Touch Insert

£105 for members or partners short paragraph, picture and link to flyer or other URL (£131.50 non-members)

Time Frames:

In Touch— price per single edition placement

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Contact Magazine

Contact magazine is a full colour magazine, distributed free to all members of the British Chiropractic Association (including student and overseas members). It is also distributed to chiropractic colleges and associations throughout the world. BCA members account for close to 60% of the UK registered chiropractors. Electronic copies of the magazine are emailed directly to member inboxes and posted on the BCA Members website, where they remain for at least six months allowing for even greater readership. The current distribution is approx. 1800

Contact Magazine Options			
Standard Sizes	¼ page	½ page	Full page
Colour	£265	£350	£475
Inside Front cover	£800		
Back cover	£650		
Option for link to website etc., in ad body, on digital editions	£50		
Standard Loose insert	£262.50	<i>+ postage and packing costs A sample must be provided for quote</i>	
Discounts			
Discount for 3 – 6 issues	10%		
Discount for 7+ issues	15%		

2021 Production and Deadline Dates

Publication Dates	Copy to be received
Spring/Summer 2021	31 st March 2021
Summer/Autumn 2021	11 th June 2021
Autumn/Winter 2021	20 th September 2021 (tbc)
To enquire or book advertising in CONTACT please contact Gina Wilcox E: BCAaccounts@chiropractic-uk.co.uk	

No VAT to pay

CONTACT MAGAZINE MECHANICAL SPEC

	Width	Height
Full page (bleed)	216mm	303mm
Full page trim size	210mm	297mm
Full page	194mm	281mm
Half page (horizontal)	94mm	130mm
Half page (vertical)	85mm	265mm
Quarter page	85mm	130mm

Images should be provided as CMYK (we can convert from RGB)

We can accept artwork in high-res PDF, Quark, Freehand, Illustrator and Photoshop. ALWAYS PROVIDE A PRINTED PROOF so we can check that nothing is missing.

If you need pictures, these should be of the highest possible resolution quality. We can accept scanned pictures of 300dpi and above. If you use .eps format, please ensure all pictures are embedded. PDFs must be of the highest possible quality.

For further information or assistance please contact Gina Wilcox: BCAccounts@chiropractic-uk.co.uk