



## 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 **2000**. 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](mailto:enquiries@chiropractic-uk.co.uk)

<b>Website and In Touch E-Newsletter Classifieds</b> BCA Member rates (25% uplift for non-BCA members)	
<b><u>Website ads online only</u></b>  £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)	<b><u>In Touch only</u></b>  £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)
<b><u>Website ads online plus In Touch</u></b>  £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)	<b><u>In Touch Insert</u></b>  £105 for members or partners short paragraph, picture and link to flyer or other URL (£131.50 non-members)
<b>In Touch</b> classifieds – 4 consecutive editions minimum <b>Website</b> classifieds – 12 weeks minimum and can include up to 5 jpg images	

*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: [accounts@chiropractic-uk.co.uk](mailto:accounts@chiropractic-uk.co.uk)

Distribution is to approximately **2000** 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 (Print)

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. **2000**

### Contact Magazine Print Options

<b>Standard Sizes</b>	<b>¼ page</b>	<b>½ page</b>	<b>Full page</b>
<b>Colour</b>	£292	£385	£523
<b>Inside Front cover</b>	£880		
<b>Inside Back cover</b>	£650		
<b>Back cover</b>	£715		
<b>Standard Loose insert</b>	From £289	+ postage and packing costs A sample must be provided for quote	

To enquire or book advertising in CONTACT please contact Gina Wilcox  
E: [accounts@chiropractic-uk.co.uk](mailto:accounts@chiropractic-uk.co.uk)

**No VAT to pay**

# CONTACT MAGAZINE MECHANICAL SPEC

	<b>Width</b>	<b>Height</b>
<b>Full page (bleed)</b>	216mm	303mm
<b>Full page trim size</b>	210mm	297mm
<b>Full page</b>	185mm	266mm
<b>Half page (horizontal)</b>	185mm	130mm
<b>Half page (vertical)</b>	88mm	266mm
<b>Quarter page</b>	88mm	130mm

**Inserts** A5 and A6 accepted (A4 will be folded)

*Inserts will need to be provided printed. If you are experiencing any difficulties regarding this, please contact Gina Wilcox (email below).*

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: [accounts@chiropractic-uk.co.uk](mailto:accounts@chiropractic-uk.co.uk)