

## positioning

*The Technologist* is the official journal of the Dental Technologists Association (DTA). It aims to raise awareness, educate, engage and showcase information, products and services relevant to dental technicians.

## circulation

*The Technologist* is distributed to and read by over 1400 dental technicians, 500 students and other key influencers across the UK. As a members-only publication and a valued member benefit this publication is avidly read by its audience.

## rates & payment terms

Rates are shown below for the ad sizes shown (please see next page for appropriate formats).

■ Outside Back Cover:	£780	■ Half Page:	£400
■ Inside Front Cover:	£750	■ Quarter Page:	£200
■ Inside Back Cover:	£720	■ Eighth Page:	£100
■ A4 Full Page:	£600	■ Loose inserts:	subject to individual negotiation

Exclusive packages are available on request. All rates quoted for additional matter (excluding on-page advertising) are subject to postal costs. All rates are subject to VAT charged at the prevailing rate. **Invoice on distribution, payment within 30 days.**

## formats

All adverts (for sizes see right) should be supplied in one of the artwork formats below. For all adverts please ensure that all artwork is in CMYK colour with no RGB or spot colours. Do not supply artwork in Microsoft Word, Excel or PowerPoint. Adverts so supplied will be styled and formatted at the publisher's discretion without further consultation.

- Quark Xpress 7 or earlier with all associated images, illustrations and typefaces.
- Illustrator or In-Design CS2 or earlier .eps file with outlined text and embedded images.
- Photoshop .eps, .tif or .jpeg file at 300dpi resolution or more. If using .jpg make sure the quality is set to maximum.
- Hi resolution/press optimised .pdf file with embedded typefaces. This being the preferred format for artwork delivery

## delivery of artwork files

If finished artwork is under 10mb in size it can be sent by email to:

**shancocks@aol.com**

If it is bigger it should be sent on a CD or DVD by post or courier to:

**Stephen Hancocks Limited, 27 Bellamy's Court,  
Abbotshade Road, London, SE16 5RF**

## target audience

*The Technologist* offers an exciting vehicle to directly target the DTA's membership which consists of commercial and NHS technicians, in-house technicians, lab owners, lab managers and students.

## sizes

Adverts are available in the following sizes (please see left for appropriate formats):

- **Full page bleed:** BLEED 216mm wide x 306mm deep, TRIM 210mm wide x 297mm deep
- **Full page type:** 186mm wide x 269mm deep no bleed
- **Half page horz. bleed (outer):** BLEED 216mm wide x 148mm deep, TRIM 210mm wide x 145mm deep
- **Half page horz. type:** 178mm wide x 131mm deep no bleed
- **Half Page vertical type:** 87mm wide x 254mm deep no bleed
- **Quarter page:** 87mm wide x 131mm deep no bleed
- **Eighth page:** 87mm wide x 65mm deep no bleed

