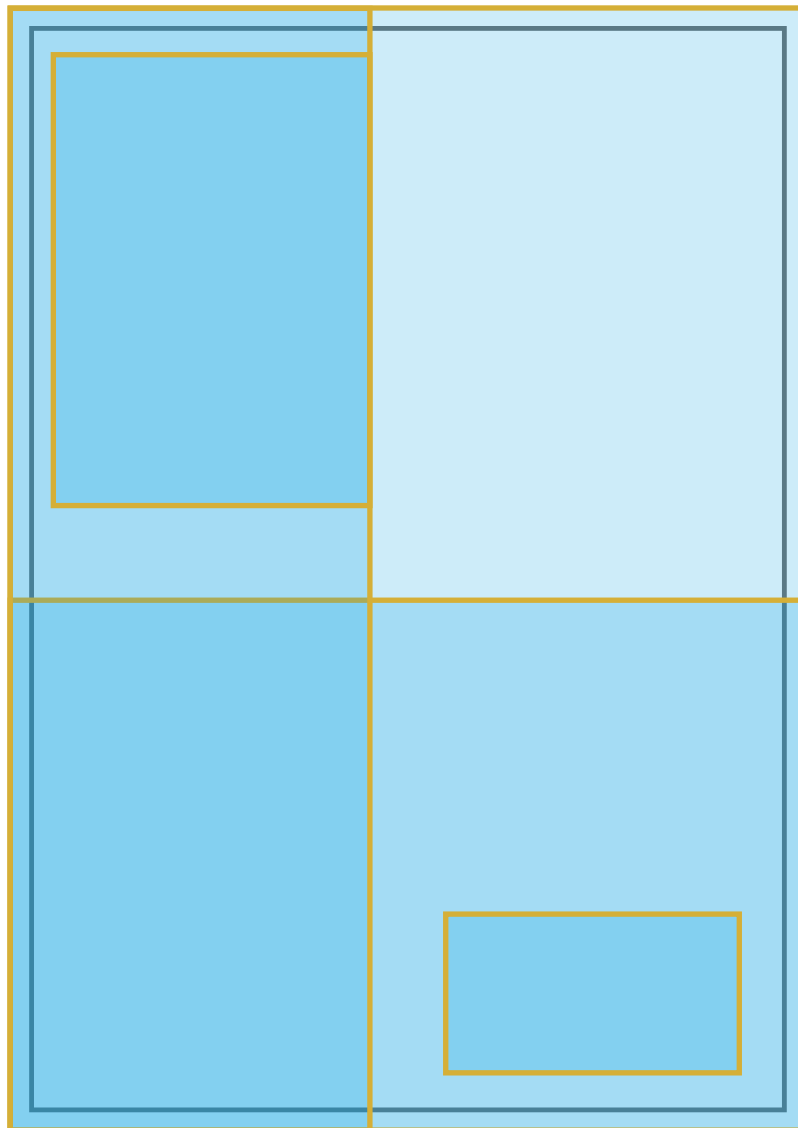


# dental JOURNAL Lab

MEDIA PACK 2019



British Dental Technology  
Clinically **Compliant** | Professionally **Produced**

Supporting British Dental Technology

# ABOUT THE JOURNAL

## International Attention

Run in association with the Dental Laboratories Association, the journal is an essential read for approximately 5,000 technicians in over 1,000 laboratories.

## Loyal Readership

As well as our core audience of 2,700 laboratory owners, the journal is widely read by dental technology product manufacturers and traders, opinion formers, dentists and dental schools, universities and libraries at home and abroad. This gives you an exceptional opportunity to get your message across to a very broad base of highly motivated and dedicated technicians.

## Each issue of Dental Lab Journal is packed with:

- New products, materials, IT, tools and techniques for dental technicians
- Information on developments affecting the dental laboratory industry
- Education and training opportunities
- Activities of the DLA, its members and laboratories accredited to DAMAS, the quality management and production system
- Profiles of affiliated member companies and member laboratories

## Standing Out

Dental Lab Journal offers a range of opportunities to get your business noticed, catering to numerous budgets and individual requirements. Each issue also includes a 'special feature' focusing on different aspects of dental technology, which is ideal for when you want to target your press releases and other information – read our schedule to find out which month your products feature.



## Classifieds & Course Advertising

Adverts may be placed in the classifieds and course section of Dental Lab Journal up to one week before the first of the month of insertion. Box numbers are available for an additional £50.00.

All classifieds and course advertisements are boxed and are charged at:

Half Page (Portrait or Landscape) £360

Quarter page (Portrait) £180

Eighth page (Landscape) £90



## Inserts

Inserts are accepted loose by arrangement at a cost of £600 per 1,000, based on one A4 sheet. Prices will be confirmed on sight of insert.

## Glossary:

dpi

dots per inch

CMYK

The CMYK color model (process color, four color) is a subtractive color model, used in color printing

## Services

Dental Lab Journal offers a variety of design and copywriting services to help you bring your message to life! Prices available on request.

CD-ROM, DVD or  
USB memory stick  
InDesign,  
Illustrator,  
Freehand,  
Photoshop, PDF

## Acceptable formats and media

You can supply your information to us via email, CD-ROM, DVD or a USB memory stick, however we will not be able to return the media to you. Whichever format you use, please clearly label it.

We can accept artwork in Adobe InDesign (INDD), Adobe Illustrator (EPS or AI), Macromedia Freehand (EPS), Adobe Photoshop (PSD) or PDF format.

We can only reproduce the quality of the artwork you supply. Documents such as Microsoft Word, Publisher, Powerpoint, etc. do not conform with Litho printing standards.

Minimum 300dpi  
CMYK or mono  
/ greyscale TIFF,  
EPS, PSD

## Images

All related images (e.g. halftone scans, logos, etc) should be collected for output and saved as CMYK or mono/ greyscale options in TIFF (.tif), EPS (.eps) or PDS (.psd) format. Resolution should be a minimum of 300dpi. We will not take any responsibility for the quality of your images if they are supplied at less than 300dpi resolution and at actual size or larger than you wish for it to be displayed.

Include fonts or  
create outlines

## Fonts

Please remember to include files for all the fonts used in your document (TrueType [.ttf files] or screen and printer fonts [.pfb and .pfm files] or ensure that they are converted to outlines.

## Terms and conditions

All prices exclude VAT. If an advertisement is booked and then cancelled a fee up to the full cost of the advertisement may be payable.

We reserve the right to charge an image handling fee of £50.00 for any images supplied for inclusion in the magazine.

Suitable amount  
of text for the  
space booked

## Classified Advert Requirements

You can supply either a fully designed advert, or a simple text advert. Please e-mail the text of your classified advertisement in Microsoft Word format to [info@dla.org.uk](mailto:info@dla.org.uk).

Please ensure the amount of text you supply is suitable for the space you have booked. Please contact a member of the team if you would like more advice.

# FULL COLOUR DISPLAY ADVERTISING



## Front Cover

Type Area

Trim

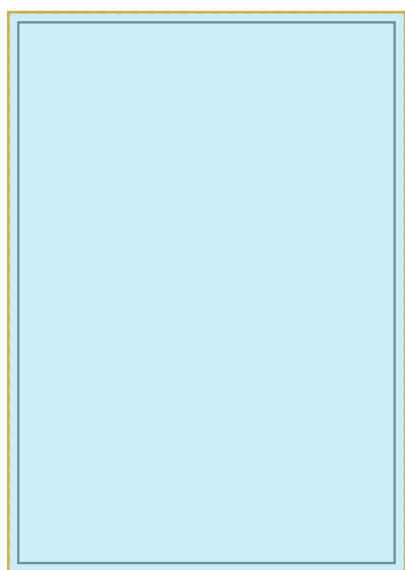
Bleed

## Dimensions

190 (h) x 185 (w) mm

297 (h) x 210 (w) mm

303 (h) x 216 (w) mm (3mm)



## Full Page

Type Area

Trim

Bleed

## Dimensions

190 (h) x 185 (w) mm

297 (h) x 210 (w) mm

303 (h) x 216 (w) mm (3mm)

## Double Page Spread

Type Area

Trim

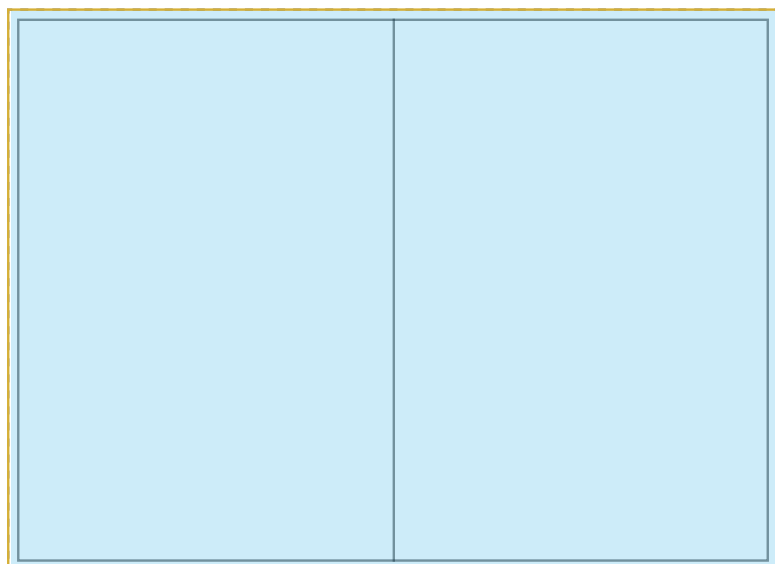
Bleed

## Dimensions

282 (h) x 402 (w) mm

297 (h) x 420 (w) mm

303 (h) x 426 (w) mm (3mm)



## Glossary:

### Type Area

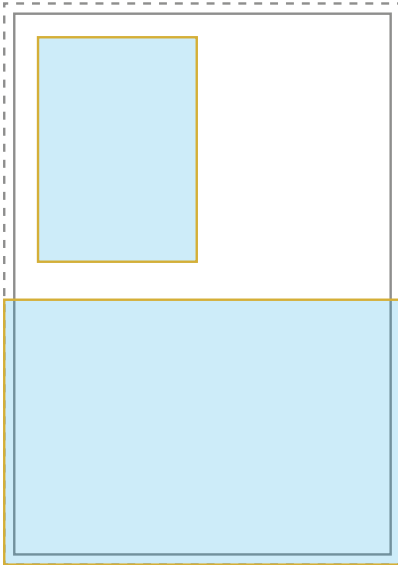
is the space on a printed page taken up by the printed text (including headings).

### Trim

is the edge of the page, where the magazine will be cut.

### Bleed

is where the images go beyond the trim, to leave a margin of error. Bleed is removed during printing.



## Quarter Page - Portrait

### Dimensions

Type Area

136 (h) x 88 (w) mm

## Half Page - Landscape

### Dimensions

Type Area

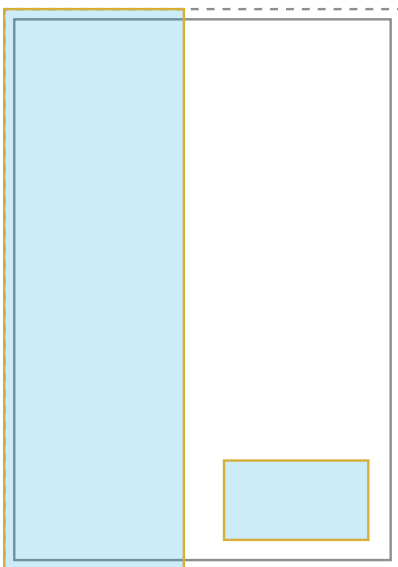
127 (h) x 192 (w) mm

Trim

148 (h) x 210 (w) mm

Bleed

154 (h) x 216 (w) mm (3mm)



## Half Page - Portrait

### Dimensions

Type Area

276 (h) x 84 (w) mm

Trim

297 (h) x 102 (w) mm

Bleed

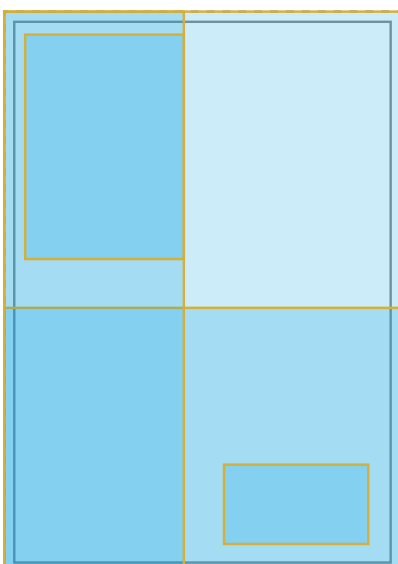
303 (h) x 108 (w) mm (3mm)

## Eighth Page - Landscape

### Dimensions

Type Area

66 x (h) 90 (w) mm



# PRICE LIST

All other sizes by arrangement  
Series discount – negotiable

Front Cover

£1000.00

Back Cover

£950.00

Inside Front Cover

£925.00

Full Page

£800.00

Half Page

£540.00

Quarter Page

£430.00

Eighth Page

£265.00

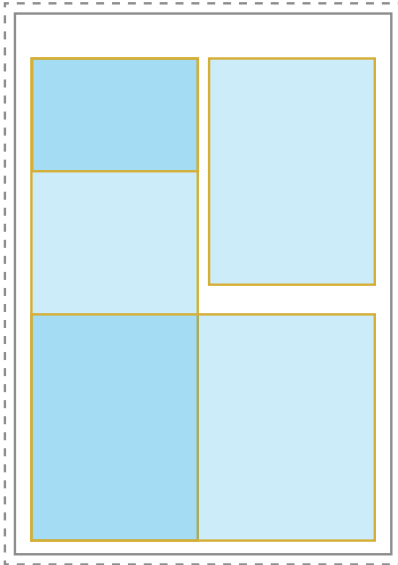
Double Page Spread

£1,450.00



Have you ever considered being a DLA affiliate to enjoy discounts on advertising in the DLJ

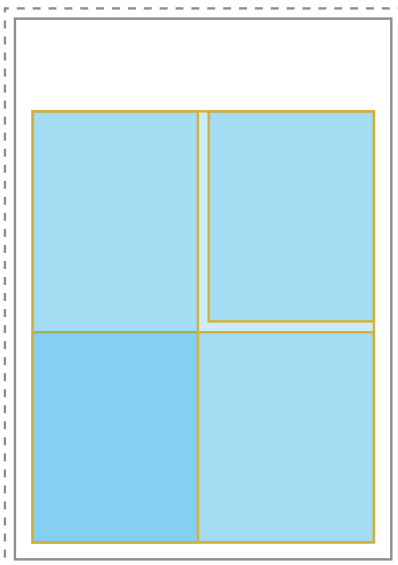
# CLASSIFIEDS / SPOTLIGHT ADVERTS



## Classified Adverts

## Dimensions

Half Page - Portrait	225 (h) x 88 (w) mm
Half Page - Landscape	120 (h) x 182 (w) mm
Quarter Page - Portrait	120 (h) x 88 (w) mm
Eighth Page - Landscape	60 (h) x 88 (w) mm

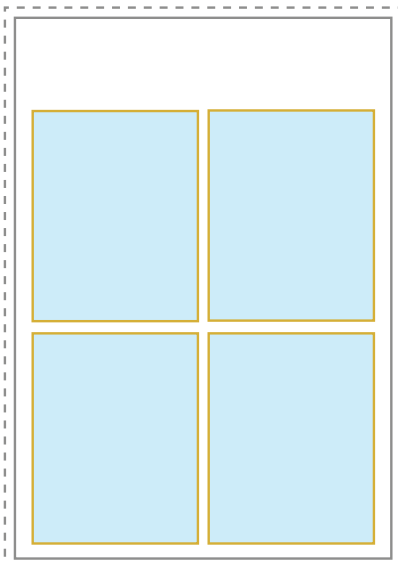


## Spotlight Adverts

## Dimensions

Full Page	240 (h) x 190 (w) mm
Half Page - Portrait	240 (h) x 92 (w) mm
Half Page - Landscape	117 (h) x 190 (w) mm
Quarter Page - Portrait	117 (h) x 92 (w) mm

\*Please note the DLA or its affiliates do not accept any liability for advertising content outside of the stated text areas\*



## PRICE LIST

Submission of material for special features is taken as acceptance of these charges.

Quarter Page (up to 100 words plus one colour photograph)	£100.00
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## IMPORTANT DATES 2019

Here is a run-down of the special features we will be running in Dental Lab Journal during 2019. This schedule will enable you to target your press releases for maximum impact.

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Issue	Special Feature	Copy Date
January	Prosthetics & Associated Materials	03rd December 2018
February	CAD CAM	14th January 2019
March	Implantology	11th February 2019
April	DTS Preview	11th March 2019
May	Articulators & Occlusion	09th April 2019
June	Crown & Bridge	13th May 2019
Summer	Digital Dentistry	10th June 2019
September	BDIA Showcase Preview	12th August 2019
October	Laboratory Furniture & Equipment	09th September 2019
Winter	Metal-Free Ceramics	07th October 2019

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### Contact Details

Telephone: 01159 575 371  
Email: [info@dla.org.uk](mailto:info@dla.org.uk)  
Web: [www.dla.org.uk](http://www.dla.org.uk)

