

# SADJ

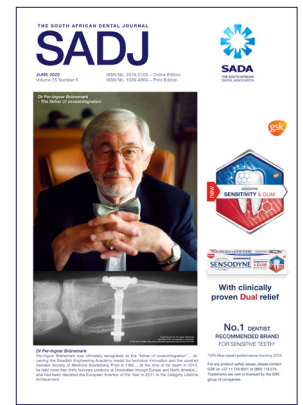
# RATE CARD and DEMOGRAPHICS

The South African Dental Journal (SADJ) is the only internationally accredited dental journal in Africa directed to the dental community, published by the South African Dental Association. Our papers are subject to rigorous peer review to provide you with a high-quality journal for reliable source of information on dentistry and dental science.

The SADJ caters for the interests of general dental practitioners, specialists, academics, oral hygienists and dental therapists. It features current concepts and teaching in clinical dentistry, news in the field of dentistry, evidence based dental healthcare, original scientific research and developments in the oral and health environment. The SADJ is designed to fulfil continuing professional development requirements of practitioners, and CPD tests can be done online.

The SADJ is published monthly from February to November and available at [www.sada.co.za](http://www.sada.co.za) in print and online.

Please contact [rene@edoc.co.za](mailto:rene@edoc.co.za) for booking and further information.



## E-Journal ADVERTISING RATES

for 2021 (Prices exclude VAT and Agency Commission)

Journal Advertisements		Classifieds and Banners
<b>1/2 Page Advert (Landscape)</b> Full colour R7 700	<b>Cover Page Adverts</b> Full colour • Outside Front Cover: R13 600 • Inside Front Cover: R9 900 • Inside Back Cover: R9 900 • Outside Back Cover: R9 900	<b>Classifieds</b> Contact SADA: Tel: +27 (0)11 484 5288 Email: <a href="mailto:marketing@sada.co.za">marketing@sada.co.za</a>
<b>1/3 Page Advert (Strip)</b> Full colour R6 500	<b>Double Page Spread</b> Full colour R17 000	<b>Banners on Web (<a href="http://www.sada.co.za">www.sada.co.za</a>)</b> <b>Right Bar Advert:</b> 720px (width) x 882px (height)
<b>1/4 Page Advert (Portrait)</b> Full colour R3 300		<b>Middle Body Advert:</b> 850px (width) x 111px (height) File size: <200kB R0.33 per impression
<b>A4 Page Advert</b> Full colour R9 200	<b>A4 Advertorial</b> Full colour R6 700	<b>Note:</b> Our banner system works as follows: A *run-of-site revolving pre-loaded banner appears randomly across sections/pages of the site. These banners can be clicked through to the client's site.  *An Internet advertising program that delivers banner ads on any page of a Web site that rotates ads. Such programs are less costly than placement on specific pages.

### QUICK FACTS: SADJ E-Journal

- SADJ features 10 issues per annum.
- SADJ is the official voice for the South African Dental Association.
- SADJ available online at: [www.sada.co.za](http://www.sada.co.za).

### QUICK FACTS: [www.sada.co.za](http://www.sada.co.za)

The official web portal of the voluntary Association known as The South African Dental Association (SADA)

- Registered users > 3 800
- Annual page views > 531 800
- Average monthly page views > 48 000
- Annual users > 75 600
- Average monthly users > 6 800

Official Journal of The South African Dental Association



**SADA**  
THE SOUTH AFRICAN DENTAL ASSOCIATION

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## Annual Sponsorship Packages

Please contact [rene@edoc.co.za](mailto:rene@edoc.co.za) for booking and further information.

## Advertising

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## MATERIAL SPECIFICATIONS

Size	Specifications	Artwork Specifications
A4 Page (Portrait)	Trim: 297 mm x 210 mm Bleed: 303 mm x 216 mm	(Final digital artwork to be supplied by Advertiser): • Print optimised PDF, 300 DPI, CMYK • JPEG, 12/12 High Quality, 300 DPI, RGB • TIFF and EPS Full colour, 300 DPI, CMYK
DPS (Landscape)	Trim: 297 mm x 420 mm Bleed: 303 mm x 426 mm	
1/2 Page (Landscape)	Trim: 148.5 mm x 210 mm Bleed: 152 mm x 216 mm	
1/4 Page (Portrait)	Trim: 148.5 mm x 105 mm Bleed: 152 mm x 111 mm	
1/3 Page (Strip ad)	Trim: 297 mm x 70 mm Bleed: 303 mm x 76 mm	

## BOOKINGS

Issue	Material	Issue	Material
Jan/Feb	14 January 2021	July	3 June 2021
March	4 February 2021	August	8 July 2021
April	4 March 2021	September	5 August 2021
May	8 April 2021	October	2 September 2021
June	6 May 2021	Nov/Dec	7 October 2021

## CONTACT DETAILS

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[www.sada.co.za](http://www.sada.co.za)

### Terms and Conditions

- Any requests for guaranteed positions will be subject to a surcharge.
- All advertisements accepted subject to approval and conditionally upon artwork/discs supplied being totally compatible with our system and space being available. Should we have to undertake additional work due to incompatibilities/corrections or for whatever reason, the standard studio fee of E-Doc Production House will be charged to the client. Responsibility cannot be accepted for damage to, or loss of copy. Illustrations and display are done in accordance with the standards of the publication.

- **Deadline schedule:** Bookings 2 weeks prior to date of publication.
- **Cancellation:** 6 weeks prior to month of publication.
- **Discount for advance bookings:** 3-5 bookings: 5% discount on casual rates.  
6-9 bookings: 10% discount on casual rates.  
10 bookings multi-media rates and services to apply.