



Services

- 1. Job Advertisements**
- 2. E-Shots / SMS Text Messaging**
- 3. BAPO Connect Advertising**
- 4. Product Literature Distribution**



JOB ADVERTISEMENTS

The British Association of Prosthetists and Orthotists (BAPO) provide a job advertisement distribution service via the BAPO Secretariat. This is open to all organisations wishing to directly target members (Prosthetists and Orthotists) or Associates (Technicians, Assistants and Students). Job advertisements are copied and circulated to the appropriate section(s) by post.

GUIDELINES

- Please complete the enclosed booking form and send it to the Secretariat by fax or email, accompanied by the text for your job advertisement (**in word format**). If you wish to include a logo or other graphic, please send by email.
- BAPO respectfully requests that the following text is included in your advertisement, “*applicants must be HCPC registered and preferably members of BAPO*”
- Your job advertisement will be approved for circulation and formatted to fit onto A4 paper. This will be sent to you by fax/email, for proof-reading and your approval.
- Once your approval is received, the advertisement will be copied and posted 1st class within 48 hours.
- Your advertisement will be displayed on our website and on NHS networks one week after distribution to BAPO members.

Job Advert To	Cost
1. Members(Prosthetists & Orthotists) and Associate Students	£988 excluding VAT (Payment received with order) £1087 excluding VAT (Invoice required)
2. Members (Prosthetists & Orthotists) and Associate Technicians and Associate Students	£1318 excluding VAT (payment received with order) £1429 excluding VAT (Invoice required)
3. Associate Technicians Only	£372 excluding VAT
4. Associate Assistants or Associate Students	£372 excluding VAT
5. Add colour printing to advert	£56 excluding VAT

Please note:-

- Adverts for Technicians can only be accepted using options 2 or 3
- A maximum of 2 different positions can be advertised per booking
- Requests for job advertisement circulation will be processed on a first-come-first-served basis. Only one job advertisement will be posted per day
- Credit facilities are not available to clients/agents placing their first order
- Acceptance of orders is at the discretion of BAPO
- In the event of a cancellation, the client or agent will be asked to accept all legitimate charges raised at the discretion of BAPO



JOB ADVERTISEMENT BOOKING FORM

COMPANY DETAILS.			
Company Name			
Address for Correspondence			
Contact Name	Title	First Name	Surname
Telephone No:		Fax No:	
Email Address:			

Job Advert To	Cost	✓
1. Members (Prosthetists & Orthotists) and Associate Students	£988 excluding VAT (payment received with order) £1087 excluding VAT (Invoice required)	
2. Members (Prosthetists & Orthotists) and Associate Technicians and Associate Students	£1318 excluding VAT (payment received with order) £1429 excluding VAT (Invoice required)	
3. Associate Technicians Only	£372 excluding VAT	
4. Associate Assistants or Associate Students	£372 excluding VAT	
5. Add colour printing to advert	£56 excluding VAT	

Details	
Job advert title	
Do you wish to include your company logo?	YES / NO <i>Please delete as appropriate</i>

AUTHORISATION	
Name of person placing this order	Position
Signature	Date

THANK YOU FOR YOUR ORDER

Please send this form to the BAPO Secretariat

BAPO Secretariat: Sir James Clark Building, Abbey Mill Business Centre, Paisley PA1 1TJ
Tel: 0141 561 7217 Fax: 0141 561 7218 Email: enquiries@bapo.com www.bapo.com



British Association of Prosthetists and Orthotists Information Distribution Services 2017

BAPO E-SHOTS 2017

Save on paper and postage by using BAPO E-shots - the simple cost effective way to create and distribute your newsletters, advertising material or product literature to BAPO members. E-shots are a fast valuable email tool which can be used to highlight news, products, features and information.

Create your E-shot document (Word or PDF format) ensuring your company branding and contact details are included. Complete the booking form below indicating your preferred distribution group and payment method, and email both to enquiries@bapo.com

Please note:-

- Requests for E-shot distribution will be processed on a first-come-first-served basis.
- E-Shots will be approved for circulation by the BAPO Secretary and acceptance of orders is at the discretion of BAPO
- Bookings for job advert E-Shots will not be accepted
- Only 1 E-shot will be distributed per day
- E-shots should be 1 A4 page in size
- Credit facilities are not available to clients/agents placing their first order
- In the event of cancellation, the client or agent will be asked to accept all legitimate charges raised at the discretion of BAPO

COMPANY DETAILS			
Company Name			
Invoice/ Correspondence Address			
Contact Name	Title:	First Name:	Surname:
Tel No.			Email:

Category	Cost £150 Excl. VAT per Category	3
Members (Prosthetists & Orthotists) and Associate Students	Payment received with order	
	Invoice required	
Members (Prosthetists & Orthotists) and Associate Technicians and Associate Students	Payment received with order	
	Invoice required	
Associate Technicians Only	Payment received with order	
	Invoice required	
Associate Assistants or Associate Students	Payment received with order	
	Invoice required	

Email completed form to enquiries@bapo.com



BAPO SMS TEXT MESSAGING SERVICE 2017

Save on paper and postage by using BAPO SMS Text Messaging - the simple cost effective way to make direct contact with members via their mobile device. SMS Text Messaging is a fast valuable advertising tool which can be used to highlight news, products and features.

Create your message in the area provided below and complete the booking form indicating your preferred distribution group and email to enquiries@bapo.com

Please note:-

- Requests for Text Messaging distribution will be processed on a first-come-first-served basis
- Text Messaging will be approved for circulation by the BAPO Secretary and acceptance of orders is at the discretion of BAPO
- Bookings for job advert Text Messages will not be accepted
- Only 1 Text Message will be distributed per day
- Text Messages can be up to a maximum of 160 characters
- Credit facilities are not available to clients/agents. Full payment required at time of booking
- In the event of cancellation, the client or agent will be asked to accept all legitimate charges raised at the discretion of BAPO

SMS Message (maximum 160 characters)

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COMPANY DETAILS

Company Name			
Invoice/ Correspondence Address			
Contact Name	Title:	First Name:	Surname:
Tel No.	Email:		

Category - Cost £195 Excl. VAT per Category

Members (Prosthetists & Orthotists) and Associate Students	3
Members (Prosthetists & Orthotists) and Associate Technicians and Associate Students	
Associate Technicians Only	
Associate Assistants or Associate Students	

Email completed form to enquiries@bapo.com



British Association of Prosthetists and Orthotists Information Distribution Services 2017

BAPO E-SHOTS & SMS TEXT MESSAGING SERVICE 2017

Save on paper and postage by using BAPO E-shots & SMS Text Messaging - the simple cost effective way to create and distribute your newsletters, advertising material or product literature to BAPO members and make direct contact via their mobile device. E-shots & SMS Text Messaging is a fast valuable advertising tool which can be used to highlight news, products, features and information.

Create your E-shot document (Word or PDF format) ensuring your company branding and contact details are included. Enter your text message in the area provided below and complete the booking form indicating your preferred distribution group and email both to enquiries@bapo.com

Please note:-

- Requests for E-shot & Text Messaging distribution will be processed on a first-come-first-served basis
- E-Shots & Text Messages will be approved for circulation by the BAPO Secretary and acceptance of orders is at the discretion of BAPO
- Bookings for job advert E-Shots & Text Messages will not be accepted
- Only 1 E-shot & Text Message will be distributed per day
- E-shots should be 1 A4 page in size. Text Messages can be up to a maximum of 160 characters
- Credit facilities are not available to clients/agents. Full payment required at time of booking
- In the event of cancellation, the client or agent will be asked to accept all legitimate charges raised at the discretion of BAPO

SMS Message (maximum 160 characters)

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COMPANY DETAILS

Company Name			
Invoice/ Correspondence Address			
Contact Name	Title:	First Name:	Surname:
Tel No.	Email:		

Category - Cost £310 Excl. VAT per Category

Members (Prosthetists & Orthotists) and Associate Students	3
Members (Prosthetists & Orthotists) and Associate Technicians and Associate Students	
Associate Technicians Only	
Associate Assistants or Associate Students	

Email completed form to enquiries@bapo.com



British Association of Prosthetists and Orthotists

BAPO CONNECT ADVERTISING 2017

The British Association of Prosthetists and Orthotists (BAPO) provide advertising services via “BAPO Connect”, a high quality prosthetic and orthotic publication, which is published three times a year for distribution to around 1,000 BAPO members, affiliates and associates as well as external addresses in the UK, Europe and the rest of the world.

The magazine has nine A4 slots available (landscape or portrait format) made up of two A4 black & white slots and seven A4 full colour slots. If necessary, advertising space may be increased to a maximum of eleven A4 slots at the Editor’s discretion. Also one A4 loose-leaf insert is available within any single BAPO Connect publication. Please note that space tends to sell very quickly and you are encouraged to book early to avoid disappointment. A free complimentary copy of BAPO Connect is inclusive in advertising prices quoted.

If you are interested in utilising the magazine as an advertising platform to expose a product, short course or any other information, you are invited to complete and return the booking form to the BAPO Secretariat. Acceptance of orders will be confirmed by BAPO in writing and is on a “firstcome, first-served” basis. BAPO operate a Professional Courtesy Policy for existing advertisers, which allows them to retain their existing advertising slots. Reservations for three issues will take priority over reservations for one issue. The 3 issue discount will only be applied to block bookings for 3 issues or more.

Deadlines for 2017

Issue	Artwork Submission Deadline	Article Submission Deadline	Distribution Date
1	30th December 2016	30th December 2016	21st February 2017
2	18th April 2017	25th April 2017	6th June 2017
3	8th August 2017	16th August 2017	3rd October 2017

NB: Artwork submission deadlines are final.

Advertising Availability and Price List

	COLOUR						BLACK AND WHITE					
	3 ISSUES (A4 Landscape or Portrait A5 Landscape only)			1 ISSUE (A4 Landscape or Portrait A5 Landscape Only)			3 ISSUES (A4 Landscape or Portrait A5 Landscape Only)			1 ISSUE (A4 Landscape or Portrait A5 Landscape Only)		
	A4	A5	1/3	A4	A5	1/3	A4	A5	1/3	A4	A5	1/3
Outside Front Cover	N/A	N/A	N/A	N/A	£1410	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Outside Back Cover	£1331	N/A	N/A	£1410	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Inside Back Cover	£1240	N/A	N/A	£1331	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Inside Front Cover	£1240	N/A	N/A	£1331	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Inside Page	£1070	£522	£272	£1148	£575	£287	£454	£220	£115	£534	£272	£144
Loose Leaf Literature Insert	£1254 One A4 Page Size Insert/1 CD Insert – (If you book 3 issues)											
	£1331 One A4 Page Size Insert /1 CD Insert– (If you book 1 issue)											
Centre Pull-out	£3512 per issue (2 A4 Ads)											

NB: Prices Quoted Are Per Issue & Exclude Value Added Tax

Prices valid Jan – Dec and subject to Annual increase



British Association of Prosthetists and Orthotists

BAPO CONNECT ADVERTISING 2017

(A VAT invoice will be issued following distribution of each publication, together with a free complimentary copy of BAPO Connect)

General Information

Please send any electronic artwork to the BAPO Secretariat and to Keith Smith at the email address below. Please note that **one hard copy of your advert content should be forwarded to the BAPO Secretariat for proof-reading purposes**. The other hard-copy should accompany your electronic artwork submission directly to the printing contractor by the deadline, addressed as follows:-

**Attention: Keith Smith, BAPO Connect Advertising Artwork
15 Myrtle Crescent, Bilston, Midlothian EH25 9RU**

If you require further clarification on artwork format specification and/or submission guidelines in respect of advertising via cover and inside pages please contact:-

Keith Smith,
Tel: 07917 640172 Email: keith@heavyfresno.com

Format Specification Requirements

Disk media: CD

File Formats:

(In order of preference):

PDF (high resolution ie 1200dpi), or high resolution jpg or **Photoshop file** (300dpi). **InDesign** and **Illustrator** formats also supported but should be accompanied with all fonts and images, and may incur extra charges.

A good quality printed proof should be supplied.

• **A4 FULL PAGE ADVERT:**

Image area 210mm width x 297mm depth. 5mm bleed on all edges (when supplying PDF image size should be 220mm x 307mm to allow for 5mm bleed)

• **HALF PAGE ADVERT (LANDSCAPE)**

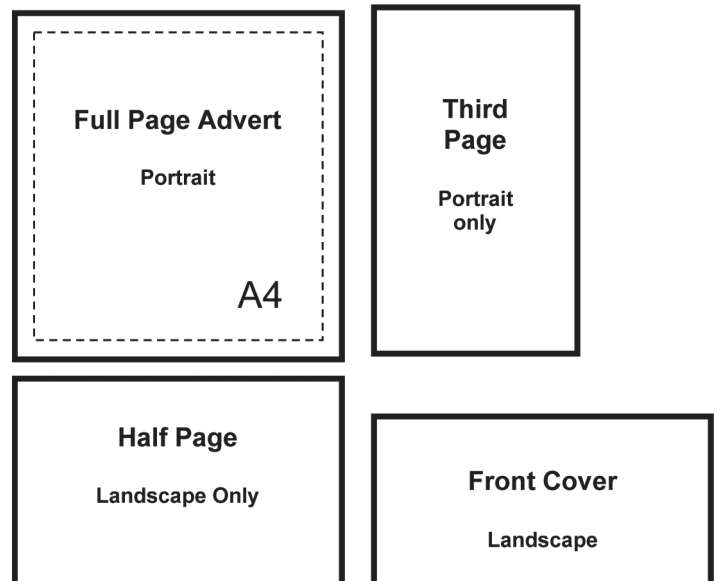
185mm width x 120mm depth. No bleed

• **THIRD PAGE ADVERT**

57mm width x 247mm depth. No bleed

• **FRONT COVER ADVERT**

210mm x 140mm (when supplying PDF image size should be 220mm x 150mm to allow for 5mm bleed)



Loose Leaf Insertions

The maximum number of loose-leaf inserts which BAPO will accept is ONE, single, A4 sheet per publication. The weight of your insert should not exceed 60g otherwise excess postage will apply. It is the advertiser's responsibility to ensure BAPO receives and approves a hard-copy of your loose-leaf insert prior to distribution. Advertisers are requested to provide 1000 inserts directly to our distributors, The Fulfilment factory (address below) by the relevant artwork submission deadline date. Please address your package as follows:-

Attention: Arlene Maben, BAPO Connect Loose Leaf Inserts,
KAL Couriers Ltd, Leith Business Centre, 4a Marine Esplanade, Edinburgh, EH6 7LU



British Association of Prosthetists and Orthotists

BAPO CONNECT ADVERTISING BOOKING FORM 2017

Please note:

- Acceptance of orders received is at the discretion of BAPO
- Confirmation that BAPO can accommodate your order will follow
- All advertising material is published and distributed in good faith and is not necessarily the view of BAPO.

COMPANY DETAILS		
Company Name		
Address for Correspondence		
Contact Name	Title	First Name Surname
Telephone No:	Fax No:	Email:

ORDER DETAILS					
Description (Cover, Inside Page, Loose Leaf or Pull-Out)	Colour or Black & White	Number of Issue(s) 1, 2 or 3	Size A4, A5 or 1/3	Orientation (Landscape /Portrait)	Cost per issue £

AUTHORISATION BAPO cannot process your order without authorisation	
Name of person placing this order	Position
• In the event of cancellation, I accept all legitimate charges raised at the discretion of BAPO	
Signature	Date

THANK YOU FOR YOUR ORDER

Please send this form to the BAPO Secretariat

BAPO Secretariat, Sir James Clarke Building, Abbey Mill Business Centre, Paisley PA1 1TJ

Tel: 0141 561 7217 Fax: 0141 561 7218

Email: bapoconnect@bapo.com



PRODUCT LITERATURE DISTRIBUTION

The British Association of Prosthetists and Orthotists (BAPO) provide a product literature distribution service via the BAPO Secretariat. This is open to all organisations wishing to directly target full members (Prosthetists and Orthotists) or Associate members (Technicians, Assistants and Students).

GUIDELINES

- Please complete the enclosed booking form and send it to the BAPO Secretariat by post, fax or email.
- Please provide your literature, already inserted into self-seal envelopes (with the envelopes left open) to the BAPO Secretariat.
- Packets that exceed 2nd class standard letter size will incur an additional postage charge.
- The Secretariat will confirm the receipt of your envelopes. Normally, your order will be processed within 48 hrs of receipt.
- The Secretariat will insert a disclaimer slip into each envelope, seal them and send by 2nd class post to your selected membership category.

Section	Approx No. of envelopes	Cost Excluding VAT	Cost Including VAT
All BAPO members and associates	700	£1519	£1882.80
Orthotists	600	£929	£1114.80
Prosthetists	450	£767	£920.40
Prosthetists & Orthotists- (combined)	620	£1141	£1369.20
Associate Technicians	60	£108	£129.60
Associate Assistants	30	£90	£108
Associate Students	55	£100	£120

Please note:-

- Requests for product literature circulation will be processed on a first-come-first-served basis.
- Acceptance of orders is at the discretion of BAPO.
- Credit facilities are not available to clients/agents placing their first order
- In the event of a cancellation, the client or agent will be asked to accept all legitimate charges raised at the discretion of BAPO.



PRODUCT LITERATURE DISTRIBUTION

COMPANY DETAILS.			
Company Name			
Address for Correspondence			
Contact Name	Title	First Name	Surname
Telephone No:			Fax No:

Section	No. of envelopes	Cost Excluding VAT	✓
All BAPO Members and Associates	700	£1519	
Orthotists only	600	£929	
Prosthetists only	450	£767	
Prosthetists & Orthotists (combined)	620	£1141	
Associate Technicians	60	£108	
Associate Assistants	30	£90	
Associate Students	55	£100	

Weight of literature (single item)	Envelope size	Total postage cost for mailing (BAPO will provide)
		£

Cost of mailing + VAT	
Additional postage cost + VAT	
Total additional postage cost (incl. VAT) + cost of mailing (incl. VAT)	

AUTHORISATION	
Name of person placing this order:	Position
Signature:	Date
Intended Delivery Date of Literature to BAPO:	Date

THANK YOU FOR YOUR ORDER