



British Association of Prosthetists and Orthotists BAPOConnect Advertising 2021

The British Association of Prosthetists and Orthotists (BAPO) provide advertising services via "BAPOConnect", 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 BAPOConnect 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 BAPOConnect 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 2021

Issue	Artwork Submission Deadline	Article Submission Deadline	Distribution Date
1	24th December 2020	31st December 2020	25th February 2021
2	14th April 2021	21st April 2021	23rd June 2021
3	31st July 2021	6th August 2021	8th October 2021

NB: Artwork submission deadlines are final.

Advertising Availability & Price List

	COLOUR						BLACK & WHITE					
	3 ISSUES (A4 Landscape or Portrait A5 Landscape Only)			1 ISSUES (A4 Landscape or Portrait A5 Landscape Only)			3 ISSUES (A4 Landscape or Portrait A5 Landscape Only)			1 ISSUES (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	£1518	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Outside Back Cover	£1434	N/A	N/A	£1519	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Inside Back Cover	£1326	N/A	N/A	£1434	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Inside Front Cover	£1326	N/A	N/A	£1434	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Inside Page	£1152	£561	£292	£1236	£619	£309	£489	£237	£124	£576	£293	£155
Loose Leaf Literature Insert	£1350 One A4 Page Size Insert/1 CD Insert - (If you book 3 issues)											
	£1350 One A4 Page Size Insert/1 CD Insert - (If you book 3 issues)											
Centre Pull-Out	£3782 Per Issue (2 A4 Ads)											

**NB: Prices quoted are per issue & exclude value added tax
Prices valid Jan & Dec subject to annual increase**



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

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, BAPOConnect 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@beleav.co.uk

Format Specification Requirements

Disk Media: CD

File Formats: (In order of preference)

PDF (High resolution i.e. 1200 dpi) or high resolution **JPEG** 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)

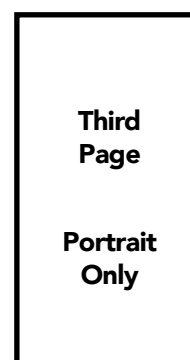
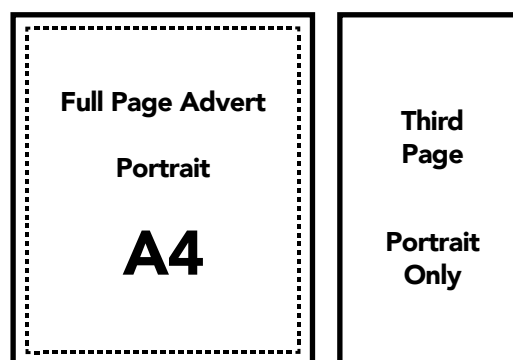
185mm width x 120mm depth. No bleed

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 Inserts

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, GSI Events (address below) by the relevant artwork submission deadline date. Please address your package as follows:-

**Attention: BAPOConnect Loose Leaf Inserts,
GSI Events, EICA, Ratho EH28 8AA**



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BAPOConnect Advertising

Booking Form 2021

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	
Invoice/Correspondence Address	
Contact Name	Title: First Name: Surname:
Telephone No:	E-mail

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 BAPO Secretariat