



BAPOConnect Advertising 2023

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 mailing lists in the UK, Europe and the rest of the world.

The magazine has nine full page advertising slots available. If necessary, advertising space may be increased to a maximum of eleven full page 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.

Acceptance of orders will be confirmed by BAPO in writing and is on a 'first-come, 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 2023

| Issue | Article Submission Deadline | Artwork Submission Deadline | Publication Date |
|-------|-----------------------------|-----------------------------|-------------------|
| 1 | 3rd January 2023 | 3rd January 2023 | 15th March 2023 |
| 2 | 18th April 2023 | 18th April 2023 | 19th June 2023 |
| 3 | 8th August 2023 | 8th August 2023 | 10th October 2023 |

NB: Artwork submission deadlines are final.

ADVERT POSITION & RATES (rates are per issue, exclude VAT, are valid Jan-Dec & subject to annual increase)

| | COLOUR | | | | | | BLACK & WHITE | | | | | |
|------------------------------|----------------------------|------|------|---------|------|------|---------------|------|------|---------|------|------|
| | 3 ISSUES | | | 1 ISSUE | | | 3 ISSUES | | | 1 ISSUE | | |
| | Full | Half | 1/3 | Full | Half | 1/3 | Full | Half | 1/3 | Full | Half | 1/3 |
| Inside Page | £1152 | £561 | £292 | £1236 | £619 | £309 | £489 | £237 | £124 | £576 | £293 | £155 |
| Inside front cover | £1326 | | | £1434 | | | | | | | | |
| Inside back cover | £1326 | | | £1434 | | | | | | | | |
| Outside back cover | £1434 | | | £1519 | | | | | | | | |
| Loose leaf literature insert | £1350 One A4 Page Size | | | | | | | | | | | |
| Centre pull-out | £3782 Per Issue (2 A4 Ads) | | | | | | | | | | | |

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

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GENERAL INFORMATION

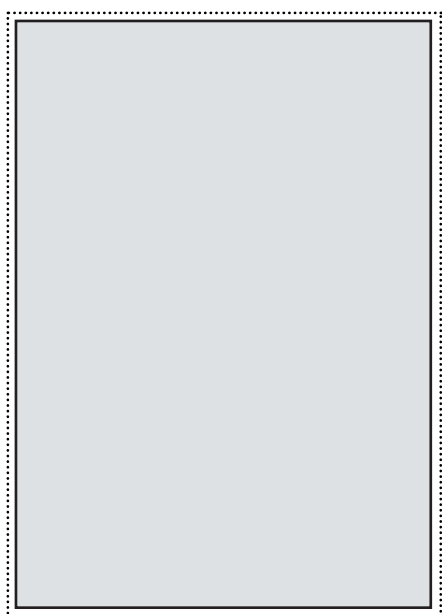
Please send any electronic artwork to bapoconnect@bapo.com and to Keith Smith at the email address below. If you require further clarification on artwork format specification and/or submission guidelines in respect of advertising please contact:

Keith Smith Tel: 07917 640172 email: keith@beleav.co.uk

FORMAT SPECIFICATION REQUIREMENTS

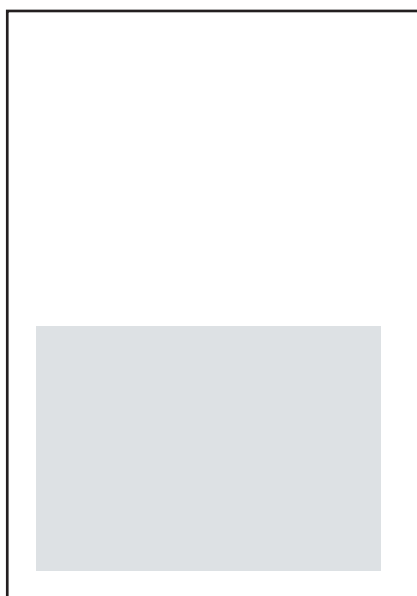
File Formats: (In order of preference)

Press quality PDF is preferred but we can accept 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.



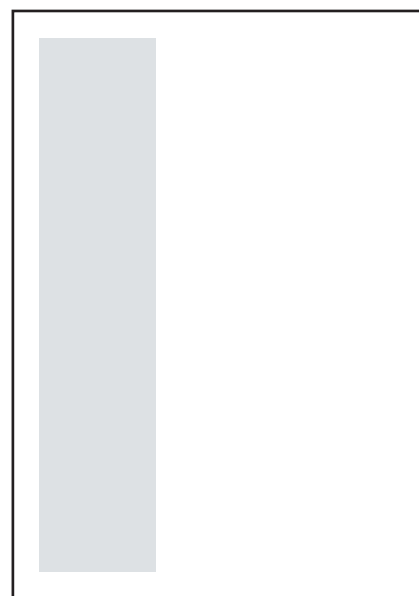
FULL PAGE ADVERT

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



HALF PAGE ADVERT

185mm width x 120mm depth.
No bleed.



THIRD PAGE ADVERT

57mm width x 248mm depth. No bleed

LOOSE LEAF INSERTS

Maximum number of loose-leaf inserts 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 an email 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**