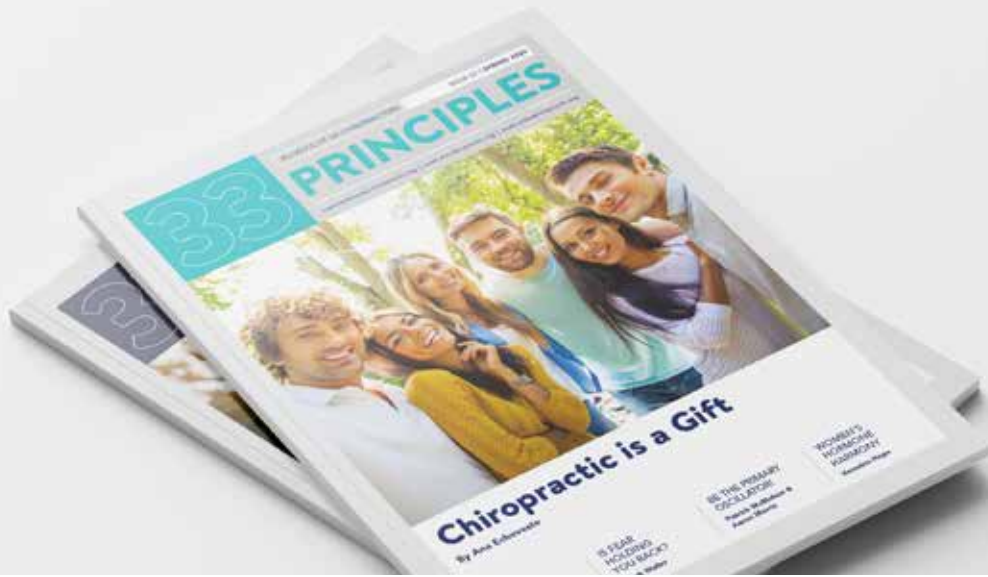




Advertising Media Pack

UCA

33 Principles Magazine



33 Principles is published three times per year (Spring, Summer and Winter) and has a circulation of approximately 800.

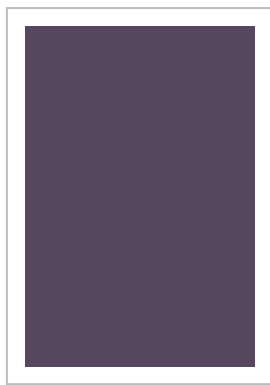
Adverts



Inside Cover
(front or back)

Cost:
£400

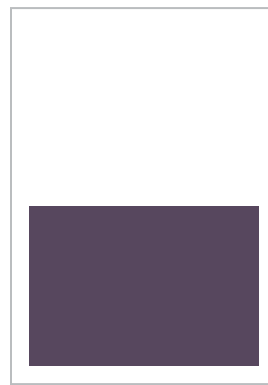
Dimensions:
210x297mm
216x303mm with bleed



Standard Full Page

Cost:
£340

Dimensions:
180x265mm
no bleed required



Half Page
(landscape)

Cost:
£260

Dimensions:
180x125mm
no bleed required

All dimensions are given as width first, then height. All adverts must be submitted as a press-quality PDF with a resolution of 300dpi. Colour images must be CMYK.

A 10% discount is given if a company/trader pays for all three magazines in advance.



Editorials

Following your agreed magazine space with the UCA, please send articles conforming to the required word count as this will ensure the correct font size, spacing, design and image selection for your article, all maximising the readability and appearance of the article. We want to present you in the best light!

Half page editorial: Submit 250 words maximum

Full page editorial: Submit 500 words maximum

Double page spread: Submit 1200 words maximum

Three page article: Submit 1700 words maximum

Credit

When sending your editorial, please credit the article with the full title of the person who has written it. Also include which practice the writer is from (if applicable), a picture of them to accompany the article, as well as any contact details to be featured at the end of the article.

Supplying images

Please note, supplying images (other than the author portrait) is not essential as our designer will search for relevant images to accompany your article and make it look striking and eye catching. If, however, you do have an image that you are keen to be featured as part of your article, please submit it along with your article, at a resolution of 300dpi. Photos taken on a digital camera are preferable and we cannot guarantee that we will be able to use a photo taken on a mobile phone due to the image quality sometimes being too low.

Website



Classifieds

Classified adverts will appear on the website for 90 days and will automatically be included in the classifieds section of the next edition of 33 Principles.

50 words (UCA Member): £45

50 words (Non UCA Member): £75

Additional words: 50p each – numbers, bullet points, dashes, telephone codes, telephone numbers, emails, etc. all count as a word. There is a 180 word limit for all classified adverts.

Adding a picture: £5 – limited to one per website advert. All images must be 605x495px and sent in a jpeg format with the correct permissions for use of image. *Please note that images are for the website only, we cannot include them in 33 Principles.*

Conference and Seminar Advertising

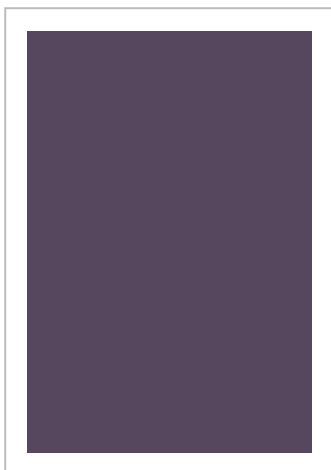
Adverts will remain on the website for 90 days or until the date of the event (whichever comes sooner).

This is a free listing in our 'Other Events' section of the website.

Conference Delegate Packs



Chiropractic Essentials – Advert in Delegates Book



Standard Full Page

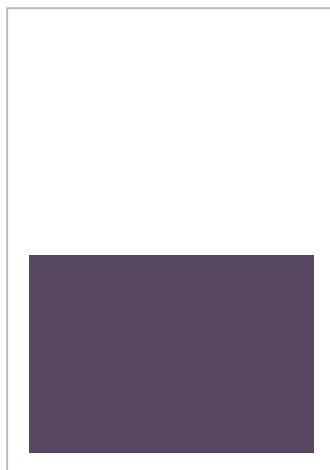
Cost:

£135

Dimensions:

180x265mm

no bleed required



Half Page (*landscape*)

Cost:

£95

Dimensions:

180x125mm

no bleed required

All dimensions are given as width first, then height. All adverts must be submitted as a press-quality PDF with a resolution of 300dpi. Colour images must be CMYK.

We no longer offer flyer inserts option.

Submitting your artwork



Submitting

Please submit all artwork and text to contact@unitedchiropractic.org.

Payment

In all instances, payment is required in advance and can be made either by BACs or credit/debit card.

Account name: United Chiropractic Association

Sort code: 20-72-33

Account number: 20894168

Please use your name as reference

Contact us

Telephone: 01273 324857

Email: contact@unitedchiropractic.org

unitedchiropractic.org

