



# BAA Media Pack 2017

## [This is the latest media pack for 2017](#)

BAA provides a range of advertising opportunities through a variety of mediums. This pack will provide a breakdown of the various options the British Academy of Audiology (BAA) offer with regard to advertising and promotion to our membership.

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For further information please contact [Catherine.Wilson@fitwise.co.uk](mailto:Catherine.Wilson@fitwise.co.uk)

To make a booking please complete the BAA advertising booking form on page 11 and email to [Catherine.Wilson@fitwise.co.uk](mailto:Catherine.Wilson@fitwise.co.uk)

## About Us

The British Academy of Audiology (BAA) is the largest association of professionals in hearing and balance in the UK. Our membership, currently 2200, extends internationally and provides services in both the public and private sector. The BAA was formed in 2004 and drew together representatives of three former bodies, British Association of Audiology Technicians (BAAT), British Association of Audiological Scientists (BAAS) and British Society of Hearing Therapists (BSHT). Its aim was, and still is, to present a single voice, offering clinical autonomy for the audiology profession.

## Bespoke Advertising Packages

Due to feedback from advertisers, we would be delighted to put together a bespoke advertising package, tailored to your requirements, which include a variety of advertising options and can be purchased as a bundle. Package features are to be used within 12 months of purchase.

Please contact [Catherine.Wilson@fitwise.co.uk](mailto:Catherine.Wilson@fitwise.co.uk) for further information.

## BAA Magazine Advertising: Quarterly

### Advertisement in BAA Magazine:

Advert	Single issue	Block of 4 issues
Full colour A4	£700	£2520
Full colour half page (Landscape only)	£400	£1440
Full colour quarter page	£225	£810
Inner front or back Page adverts	£1800	£6480

### **Specification for magazine advert is as follows:**

All adverts are to be supplied in high resolution in the following formats: eps, tiff or pdf.

All fonts are to be formatted and supplied in CYMK sizes.

Please add a 5mm bleed.

Page Size	Width	Height
Full Page	190mm	268mm
Half Page (Landscape only)	174mm	131mm
Quarter Page	84mm	135mm

### Technology Update:

This section allows advertisers to focus on industry updates; this is an idea area for information on new products or features.

Your advert should be 200-300 words in length and can include pictures.

1 update entry for single issue	£250
1 update entry per edition (block of 4 issues)	£800

## **Loose Inserts/Flyers Enclosed With Magazine:**

Inserts can be supplied to distribute with the magazine

Loose inserts up to 80g	£518
Loose inserts up to 100g	£567
Loose inserts up to 200g	£981

## **Loose inserts/flyers specifications for the BAA magazine**

When supplying inserts, advertising material must be:

- Not larger than A4 in size
- Must reach the mailing house by an agreed deadline as per table below
- Emailed as a pdf version to [Catherine.Wilson@fitwise.co.uk](mailto:Catherine.Wilson@fitwise.co.uk)
- 2200 copies must be supplied (subject to alteration)

## **Artwork Deadlines**

<b>Edition</b>	<b>Artwork Deadline</b>	<b>To Be With Members</b>
Spring 2017	Friday 24 <sup>th</sup> March 2017	<b>Monday 1<sup>st</sup> May 2017</b>
Summer 2017	Monday 12 <sup>th</sup> June 2017	<b>Friday 14<sup>th</sup> July 2017</b>
Autumn 2017 (Pre – Conference)	Monday 25 <sup>th</sup> September 2017	<b>Friday 27<sup>th</sup> October 2017</b>
Winter 2018	Tuesday 12 <sup>th</sup> December 2017	<b>Friday 26<sup>th</sup> January 2018</b>

## Website Advertising

The BAA website [www.baaudiology.org](http://www.baaudiology.org) has an average of 12,000 unique page views per month. Recently updated and converted to a mobile responsive design, the website is a good resource for those interested in audiology in the UK.

The majority of visits start on the Home page and the top pages viewed are:

1. Home
2. Careers
3. Conference
4. News Pages
5. Events / CPD

BAA has an active Facebook Group, Page and Twitter feed.

The Facebook group has approximately 2500 members and no commercial advertising is permitted on the Social Media of BAA; however, we use the media to drive traffic to the website.

The Twitter Feed has approximately 1600 followers.

By advertising in the BAA Horizons Newsletter you will have access to our Social Media followers as the newsletter link is posted there each time it is published.

Over 30% of visitors to our website are from links via Social Media.

## Website Advertising Rates

### **1. Courses / Meetings / Events / CPD**

These are advertised in our calendar and events pages in date order. Examples can be found in this link:

<http://www.baaudiology.org/events/#.VroRTWfcuM8>

The events page has approximately 2000 visits per month.

Links to your course details and registration details can be included, as can files for visitors to download, for example, an agenda or registration form.

<b>BAA associated courses</b>	<b>Free of charge</b>
Courses or Meetings -- Website (Website - valid for duration of scheduled event dates)	£80.00
Horizons Newsletter (specify month for Horizon)	£80.00
CPD BAA Promoted Courses - Website + 1 Horizons Newsletter (Website - valid for duration of scheduled event dates) (specify month for Horizon)	£80.00

## 2. Job Adverts

These are advertised under the careers page:

<http://www.baaudiology.org/careers/recruitment/#.VroSDWfcuM8>

The price also includes 1 advert in the BAA Horizon newsletter (distributed fortnightly via email, BAA Horizon is also advertised on the BAA Facebook page and on Twitter)

Job Listings	£300
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### Website Advertising Specifications

- The listing should be sent via email as a word document
- An image can be added which must be supplied as a .jpeg or .png and should be no more than 200 pixels high or wide

**Please allow up to 5 working days for orders to be processed**

### Banner Advertising

#### Specifications

- IAB internet advertising bureau
- Universal Ad Package (UAP): Leaderboard
- Dimensions: 728x90 pixels
- Formats: .jpeg .png gif (including animated gif)
- File Size: guideline 40KB

**Please allow up to 5 working days for orders to be processed**

BAA Banner Advertising	1 month Rate - £465
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**Banner advertising is not available to service providers**

## Email Advertising

### 1. BAA Horizon Newsletter

BAA launched a fortnightly newsletter in 2015 – BAA Horizon. The newsletter is emailed fortnightly to all BAA members (approximately 200 contacts).

The newsletter has an open rate of over 30% and a click through rate of over 15%. We continue to monitor these rates and are able to give advertisers/potential advertisers updates as required.

The newsletter was launched after advertising emails were receiving poor responses from members and, in turn, affected the response rate for advertisers. The Horizon is emailed fortnightly on a BAA branded template and includes sections for job adverts, courses, events, news and technology updates, as well as a social media summary. The newsletter is also placed on the website for non-members to access and is promoted via our social media channels. The newsletter has quickly become our 4<sup>th</sup> most visited page on the website. To view previous issues of the Horizon visit: <http://www.baaudiology.org/about/publications/baa-horizons>

BAA Associated Courses	Free of Charge
Courses/ Meetings/ Events	£80.00
BAA Promoted Courses / Meetings	£80.00
Job listings*	£300.00
Product/Commercial Updates	£100

\*This includes an advert on the BAA website recruitment page for a period of one month

### Horizons Advert Specifications

- A link to your advert will be placed under the relevant section in the newsletter
- Please provide a brief sentence introducing your advert
- Please provide your full advert as a pdf or word document
- Please allow up to 5 working days for the order to be processed

### Rates and Specifications

- Provide your company logo and URL to be displayed on one month of the calendar

Please contact [Catherine.Wilson@fitwise.co.uk](mailto:Catherine.Wilson@fitwise.co.uk) for more information



**Title: BAA Advertising Booking Form**

**Document No: SF1741**

**Version: 3**



Forms should be emailed to Catherine Wilson: [advertising@baaudiology.org](mailto:advertising@baaudiology.org)

Your Company	Invoice Address
Client Name (Agency use only)	
Contact Name	
Contact Telephone	Purchase Order Number
Contact Email	

<b>Bespoke Media Package</b>		Qty:	Price:
Details:	Start date:	1 Year	
<b>Website / Horizon</b>			
Date of advert in Horizon Newsletter:	Type of advert:		
<b>CPD Approved Course</b>			
Date of advert in Horizon Newsletter:	Type of advert:		
<b>Magazine</b>			
Edition(s):	Type of advert:		
<b>Magazine Flyer</b>			
Weight of flyer in grams:	Magazine Edition:		
<b>Recruitment Advertising</b>			
Website (1 month) + inclusion in one edition of the Horizons newsletter	Date for inclusion in Horizons newsletter:		
<b>Total Excluding VAT</b>			

**Signature.....Date.....**

British Academy of Audiology

Blackburn House  
Redhouse Road  
Seafield  
Bathgate  
West Lothian  
EH47 7AQ

Tel 01625 290046

Email: [admin@baaudiology.org](mailto:admin@baaudiology.org)



**BAA Event CPD Promotion profile – please return to [admin@baaudiology.org](mailto:admin@baaudiology.org)**

Please complete form and return along with any additional further supporting course content to support application.

Company Name:		Invoice Address:		
Contact Name:				
Contact Email:				
Contact Telephone No:				
Purchase Order:				
Event Title:				
Date(s) of Event / availability of event :				
Format of Event:	<input type="checkbox"/> Attended course / workshop webinar	<input type="checkbox"/> Scheduled Webinar	<input type="checkbox"/> Access to on line material	<input type="checkbox"/> Other (specify)
Overview of content :				

Planned Presenters:

Who is this event relevant for? (Practitioner level)

Intended Learning Outcomes (benefit to delegate/services):

Required Promotion method (select from below- refer to Media Pack for full pricing details)

<input type="checkbox"/> BAA magazine single issue			<input type="checkbox"/> BAA magazine 4 issues		
<input type="checkbox"/> Full page	£700	<input type="checkbox"/> Spring	<input type="checkbox"/> Full page	£2520	
<input type="checkbox"/> ½ page	£400	<input type="checkbox"/> Summer	<input type="checkbox"/> ½ page	£1440	
<input type="checkbox"/> ¼ page	£225	<input type="checkbox"/> Autumn	<input type="checkbox"/> ¼ page	£810	
<input type="checkbox"/> Inner front & back page	£1800	<input type="checkbox"/> Winter	<input type="checkbox"/> Inner front & back page	£6480	

Website + 1 Horizons Newsletter (Website CPD section- valid for duration of scheduled event dates)  
(specify month for Horizon):

Include text for Summary Header in Horizon/Website:

£80.00

<input type="checkbox"/> Loose flyer insert in BAA magazine - (2200 copies to be supplied & Email pdf)	
<input type="checkbox"/> Up to 80g	£518
<input type="checkbox"/> Up to 100g	£567
<input type="checkbox"/> Up to 200g	£981

**Total Price for requested promotions above exc VAT:**

**(Internal use only):**

**Reviewing CPD Committee member :**

**Authorised for publication**

- Yes
- No

**Authorised for CPD logo release**

- Yes
- No

**Date of Authorisation:**

**If NO – provide further detail :**