

# BRITISH ACADEMY OF AUDIOLOGY **MEDIA PACK**

# 20 21

BAA provides a range of advertising opportunities through a variety of channels. 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.

[www.baaudiology.co.uk](http://www.baaudiology.co.uk)

BAA SF1705 (08/12/2020) v13



# 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.

## CONTACT

For more information please contact Catherine Wilson.

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

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## STATS

**2k+**

*Members*

**12k**

*Unique website page views p/m*

**1.2k**

*Facebook likes*

**4.9k**

*Twitter followers*

**2k+**

*LinkedIn followers*

**600+**

*Instagram followers*



# BAA Magazine Advertising: Quarterly

ADVERT	SINGLE ISSUE	BLOCK OF 4
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

All adverts are to be supplied in high resolution in the following formats: eps, tiff or pdf. File style: Files should be supplied as CMYK high res pdf's.

### Advert size: inside pages

#### Full page A4 portrait

210x297mm + 3mm bleed (216x303mm) with crop marks

#### Half page A5 landscape

210x148mm + 3mm bleed (216x154mm) with crop marks

#### Quarter page portrait

90x125mm supplied as a CMYK Hi Res PDF proof with trim marks

### Advert size: cover pages

#### Full page inside front cover flap

195x297mm + 3mm bleed (201x303mm) with crop marks

#### Half page landscape inside front cover flap

195x148mm + 3mm bleed (201x154mm) with crop marks

#### Back cover

210x297mm + 3mm bleed (201x303mm)

#### Inside back cover

as back cover but please note 8mm on the left-hand side will be covered by the binding



### PLEASE NOTE

Allow 8mm text clearance left and right of adverts to allow for perfect binding.

# 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

Inserts can be supplied to distribute with the 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  
2200 copies must be supplied (subject to alteration)

**Loose inserts up to 80g** £518

**Loose inserts up to 100g** £567

**Loose inserts up to 200g** £981

## Artwork Deadlines

Edition	Artwork Deadline	Distribution Date
Spring 2021	Monday 1st March	Tuesday 6th April
Summer 2021	Tuesday 1st June	Monday 5th July
Autumn 2021	Monday 6th September	Monday 18th October
Winter 2022	Monday 6th December	Monday 24th January



# Website Advertising

[www.baaudiology.org](http://www.baaudiology.org)

The BAA website has an average of 13,000 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 4400 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 4900 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

### Courses / Meetings / Events / CPD

These are advertised in our calendar and events pages in date order. Examples can be found here: [www.baaudiology.org/events](http://www.baaudiology.org/events)

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.

#### BAA associated courses

Free of Charge

**Courses or Meetings: Website**  
(valid for duration of scheduled event dates)

£80

**Horizons Newsletter (specify month)**

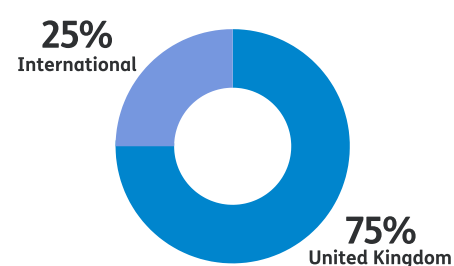
£80

**CPD BAA Promoted Courses: Website + 1 Horizon Newsletter**  
(website: valid for duration of scheduled event dates; Horizon: specify month)

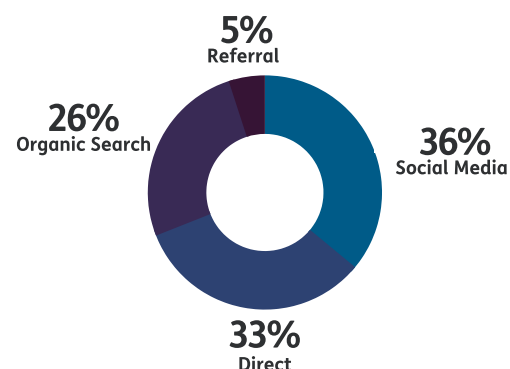
£80



Average Monthly Website Visitors



Top Channel Acquisition



## Job adverts

These are advertised under the careers page:  
[www.baaudiology.org/careers/vacancies/](http://www.baaudiology.org/careers/vacancies/)

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 Twitter)

## Job listings

£300

### 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: 1800x650 pixels
- Formats: .jpeg .png or .gif
- File Size: guideline 40KB

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

## BAA Banner Advertising | 1 month rate

£465

Banner advertising is not available to service providers



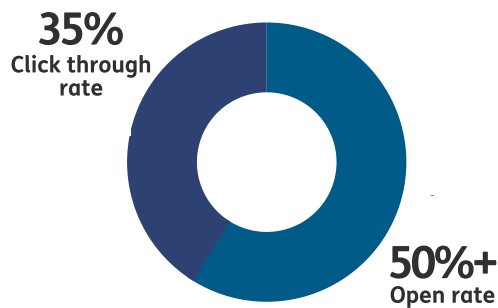
# Email Advertising

## BAA Horizon Newsletter

BAA launched a fortnightly newsletter in 2015 – BAA Horizon.

The newsletter is emailed fortnightly to all BAA members (approximately 2000 contacts).

BAA Horizon Newsletter Stats



The newsletter has an open rate of over 50% and a click through rate of over 35%. 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 4th most visited page on the website. To view previous issues of the Horizon visit please get in touch.

## 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

BAA Associated Courses	Free of Charge
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Courses/ Meetings/ Events	£80
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BAA Promoted Courses / Meetings	£80
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Job listings*	£300
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Product/Commercial Updates	£100
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**\*This includes an advert on the BAA website recruitment page for a period of one month**

