



**BRITISH ACADEMY  
OF AUDIOLOGY**



# **British Academy of Audiology Advertising Guide 2023**

**ADVERTISING OPPORTUNITIES  
WEBSITE, MAGAZINE, E-NEWSLETTER**

# ABOUT US

The British Academy of Audiology (BAA) is the largest association of professionals in hearing and balance in the UK. Our membership provides services in both the public and private sector.

BAA provides various advertising opportunities through multiple channels. This pack provides a breakdown of the various options the British Academy of Audiology offers for advertising and promotion to our membership:

- On our popular website
- In our fortnightly newsletter
- In our quarterly member magazine

As well as the options outlined in this pack, we would be delighted to put together a bespoke advertising package tailored to your specific requirements.

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## Statistics

> 2,000  
members

>20,000  
unique website views  
per month

>4,648  
Facebook group

>6,384  
Twitter followers

>6,071  
LinkedIn followers

>1,457  
Instagram followers



For more information, please call us on  
01625 290046 or email  
[advertising@baaudiology.org](mailto:advertising@baaudiology.org)

To make a booking, please  
complete the BAA advertising  
booking form and email to  
[advertising@baaudiology.org](mailto:advertising@baaudiology.org)



# BAA MAGAZINE

The BAA magazine is a 36 page, full colour magazine, produced, printed and dispatched every three months to members. A digital version is also uploaded onto the BAA website.

## ADVERT

## SINGLE ISSUE

## BLOCK OF 4

Full colour  
A4

£ 700.00

£ 2,520.00

Full colour  
half page\*

£ 400.00

£ 1,400.00

Full colour  
quarter page

£ 225.00

£ 810.00

Inner front or  
back page

£ 1,800.00

£ 6,480.00

\*Landscape only



## SPECIFICATIONS

All adverts must 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

Your product or service advert will reach all 2,000 members, plus a wider readership as the magazine is shared with colleagues and departments.

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



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# BAA MAGAZINE - TECHNOLOGY UPDATES

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

# BAA MAGAZINE - LOOSE INSERTS/FLYERS

## Inserts can be distributed 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 (see table)
- Emailed as a pdf version
- 2200 copies must be supplied

Flyers up to 80g      £ 518

Flyers up to 100g      £ 567

Flyers up to 200g      £ 981

## ARTWORK DEADLINES

### EDITION

Spring 2023

Summer 2023

Autumn 2023

Winter 2023

### ARTWORK DEADLINE

1st March 2023

29th May 2023

1st September 2023

5th December 2023

### PUBLICATION DATE

14th April 2023

12th July 2023

17th October 2023

23rd January 2024

# WEBSITE ADVERTISING

The BAA website has more than 20,000 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. Many visits start on the home page, and the top pages viewed are:

- 1 – Home page
- 2 – Events page
- 3 – Vacancies page
- 4 – News pages
- 5 – Conference



BAA has an active Facebook group, page and Twitter feed, Instagram account and LinkedIn Group. No commercial advertising is permitted on the social media of BAA. However, the BAA social media channels are used to drive traffic to the website.

## WEBSITE ADVERTISING RATES

Event/course	£ 90*
Job adverts	£ 300*
Banner advert	£ 465

\*Price includes entry in one issue of Horizon newsletter



## EVENTS/COURSES/MEETINGS

Your event, course or meeting can be included in the BAA online events pages (events are shown in date order). Examples can be found here: [www.baaudiology.org/events](http://www.baaudiology.org/events)

The events page has thousands of 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 a product brochure.

Event listing  
£90



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## JOB ADVERTS

Job advertisements are posted under the careers page:  
[www.baaudiology.org/careers/vacancies/](http://www.baaudiology.org/careers/vacancies/)

**Job advert  
£300**

The price also includes 1 advert in the BAA Horizon newsletter (distributed fortnightly via email). BAA Horizon is also advertised on all the BAA social media accounts.



### 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

Advertise your product, service, course or company on the home page of the BAA website for 1 month for just £465.00



### BANNER ADVERTISING SPECIFICATIONS

- IAB internet advertising bureau
- Universal Ad Package (UAP): Leaderboard
- Dimensions: 1800x650 pixels
- Formats: .jpeg .png or .gif
- File Size: guideline 40KB

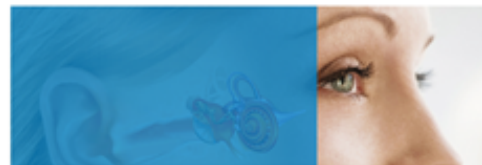
**Banner advert  
£465**

Please allow up to 5 working days for orders to be processed  
Banner advertising is not available to service providers

# EMAIL ADVERTISING - BAA HORIZONS

BAA launched a fortnightly newsletter in 2015 – BAA Horizon. The newsletter is emailed fortnightly to all BAA members (>2000 contacts).

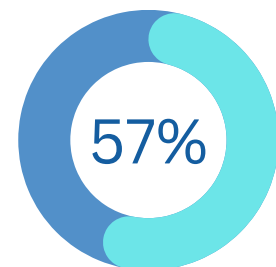
The Horizon is emailed on a BAA branded template. It includes sections for job adverts, courses, events, news and technology updates. The newsletter is also placed on the website for non-members to access, and is promoted via our social media channels. To view previous issues of the Horizon visit please get in touch.



News ● Information ● Education ● Opportunities

The newsletter has an open rate of over 57% and a click through rate of over 40%.

We continue to monitor these rates and can give advertisers/potential advertisers updates as required.



Product/commercial updates	£ 100
Courses/ Meetings/ Events*	£ 90
Job listings**	£ 300

\*Website listing includes one issue of Horizons. Additional issues can be purchased

\*\*This includes an advert on the BAA website recruitment page for 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

# THANK YOU FROM OUR TEAM



**EMILY LANE**

**BAA PA**

Emily is your first point of contact at BAA and is happy to discuss any advertising requirements you may have.



**VICTORIA ADSHEAD**

**Marketing & Communications Manager**

Victoria takes care of all the BAA communications channels, including the website, Horizons newsletter and magazine content.

## THE BAA BOARD OF DIRECTORS

