

2023

**SINGAPORE  
DENTAL  
ASSOCIATION**

◀ **ADVERTISEMENT  
RATE CARD 2023** ▶

[www.sda.org.sg](http://www.sda.org.sg)

# SDA ADVERTISEMENT RATES

## FLYER INSERTION

	Dental Commercial	Non-Dental Commercial
Light Weight Insertion	<b>\$820</b>	<b>\$950</b>
Standard Insertion	<b>\$1,320</b>	<b>\$1,550</b>

### Frequency Discount

(at least 3 bookings in a year and only applicable to Standard Insertion)

15% discount - upfront payment for all 3 insertions  
7% discount - payment by per insertion

## EMAIL BLAST

Dental Events / Products : **\$260**

Services / Others : **\$400 - \$1000**  
depending on nature of the business

Price quoted is for 1-time email blast only.  
Every Friday of the month (except Public Holiday).

## EXCLUSIVE E-BLASTS

Dental Events / Products : **\$800**

Services / Others : **\$900 - \$1200**

Exclusive e-blasts go out (Monday - Thursday).  
There is a bundle deal of 3 with 15% discount.

## Material Specification & Deadline Submission

Advert. size requirement : A4 to A5 size max 15g.  
Additional cost will be charged for flyer >15g.

16g - 25g	26g - 35g	36g - 75g	76g - 150g
\$100	\$200	\$350	\$480

### Light Weight Insertion

• ≤ 6 grams

### Standard Insertion

• > 6 grams

All advertisement is subject to Council approval before you proceed to print.

Delivery dateline is 20th day of the month.

Number of copies subject to change. Please check for print run prior to delivery.

Please note that flyer inserts can only be sent out together with the Dental Surgeon Magazine, which is in June or December as the monthly mailers are now digital.

E-flyer in PDF format + a brief detail of your event / product (not more than 180 words).

**Artwork need to be submitted 5 days in advance and upon approval payment needs to be received our end prior to the blasting out.**

Kindly note that this email blast is not an exclusive email blast as it will be sent out together with other events / products too. SDA will not be responsible for responses from our members.

If e-blast is on an event, it is only for one event and not multiple events. Hence, one topic per eblast only.

Format: pdf, html, jpeg, png.

A title for the EDM is needed.

**Artwork need to be submitted 5 days in advance and upon approval payment needs to be received our end prior to the blasting out.**

One topic per e-blast allowed only.

For all advertising enquiries, please contact Ms Celine Tan at [advertising@sda.org.sg](mailto:advertising@sda.org.sg).

NOTE: All advertisement material is subject to Council approval. All prices quoted are subject to the prevailing GST.

# SDA ADVERTISEMENT RATES

## CLASSIFIED ADS

SDA Members : **\$50**

Non SDA Members : **\$200**

**Frequency Discount**  
(For Non-SDA members only)

10% discount for booking at least 6 months  
15% discount for booking at least 12 months

### Material Specification & Deadline Submission

- Bookings / cancellation to be by 15th of the month
- Last date for submission of Classified Ads is 20th day of the month

Payment needs to be received at our end when approval is given to proceed.

## THE DENTAL SURGEON

(Two Issues A Year - June & December)

	Commercial	*Regular Commercial
Front Cover Strip (FCS) (45mm x 210mm)	<b>\$5,610</b>	<b>\$4,896</b>
Centrefold	<b>\$3,366</b>	<b>\$3,162</b>
2 page advertorial	<b>\$2,346</b>	<b>\$2,142</b>
Outside Back Cover	<b>\$2,244</b>	<b>\$1,989</b>
Inside Front Cover	<b>\$2,040</b>	<b>\$1,785</b>
Inside Back Cover	<b>\$2,040</b>	<b>\$1,785</b>
Inside Full Page	<b>\$1,530</b>	<b>\$1,377</b>

\* Regular Commercial applies when payment is made upfront for all 2 issues

The Dental Surgeon is the sole events and lifestyle publication of the Singapore Dental Association. An online version of the newsletter is also available on the SDA website.

Booking Deadline:  
By end March (June Issue)  
By end September (December Issue)

Material Deadline:  
Mid - April (June Issue)  
Mid - October (December Issue)

Material Specification:

- CMYK printing colours
- 280mm H x 210mm W, printing trim or corp marks and 3mm bleed all sides
- High-resolution of at least 300 dpi in PDF, TIFF, EPS, JPG formats

Payment needs to be received at our end when approval by Editor is given for the advertisement.

## CDE ACCREDITATION

We offer CDE accreditation service (such as CDE points registration with SDC and / or promotion of courses / lectures to SDA members) for course / lecture organisers.

For accreditation matters, please contact Ms Tracy Ooi at [cde@sda.org.sg](mailto:cde@sda.org.sg)

For all advertising enquiries, please contact Ms Celine Tan at [advertising@sda.org.sg](mailto:advertising@sda.org.sg).

NOTE: All advertisement material is subject to Council approval. All prices quoted are subject to the prevailing GST.



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