

2024

**SINGAPORE
DENTAL
ASSOCIATION**

**ADVERTISEMENT
RATE CARD 2024**

www.sda.org.sg

SDA ADVERTISEMENT RATES

FLYER INSERTION

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

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.
Applies only to the Standard Insertion only.

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.

EMAIL BLAST FRIDAY SDA BUZZ

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 holidays).

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

A title and subtitle is required.

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.

EXCLUSIVE E-BLASTS

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

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

Prices are on per eblast basis.
Exclusive e-eblast go out on (Monday - Thursday).
Bundle deal of 3 blasts with 15% discount.

Format: pdf, html, jpeg, png.

A title for the EDM is needed and a working link to the webpage.

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.
All bundled blasts need to be utilised by the calendar year.

For all advertising enquiries, please contact email 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 bookings of at least 6 months.

15% discount for bookings at least 12 months.

Material Specification & Deadline Submission

- Cancellation to be by 15th of the month
- Last date for submission of Classified Ads is 25th 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)	\$5,610	\$4,896
Centrefold	\$3,366	\$3,162
2 page advertorial	\$2,346	\$2,142
Outside Back Cover	\$2,244	\$1,989
Inside Front Cover	\$2,040	\$1,785
Inside Back Cover	\$2,040	\$1,785
Inside Full Page	\$1,530	\$1,377

* 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

For all advertising enquiries, please contact email advertising@sda.org.sg.

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



Singapore Dental Association
320 Serangoon Road
#10 – 13, Centrium Square
Singapore 218108

Tel: +65 6258 9252
Fax: +65 6258 8903
Email: advertising@sda.org.sg
Website: www.sda.org.sg