

THE MAGAZINE OF THE AUSTRALIAN DENTAL ASSOCIATION NSW BRANCH

# NSW Dentist

ADVERTISING  
MEDIA KIT +



EDUCATING · ADVOCATING  
INNOVATING





## From the editor

As the professional association for dentists in NSW and the ACT, the Australian Dental Association (NSW) is the trusted voice of dentists. ADA NSW is a united voice for dentists, advocating the issues that impact on the dental profession and the oral health of Australians. We help members deliver the best possible oral healthcare to their patients and promote good oral health in the community.

For our members, we provide professional and practice support, education, leadership as well as practice and patient resources. Members rely on the ADA to be kept up-to-date with industry related news, innovations and regulatory changes, which we do through our monthly magazine, *NSW Dentist* and eNewsletter, intheloupe.

Sincerely,  
Tim Escott

Supporting dentists since 1929





## + ARTWORK DEADLINES

Issue	Deadline Dates
February	4 January 2022
March	1 February 2022
April	2 March 2022
May	2 April 2022
June	3 May 2022
July	1 June 2022
August	5 July 2022
September	2 August 2022
October	31 August 2022
November	1 October 2022
Dec/Jan	1 November 2022

## + DESIGN SERVICE

### TOO BUSY? WE CAN DESIGN IT FOR YOU

Have your advertisement for *NSW Dentist* designed by our expert team.

Design services start at \$130 per hour, excluding GST (minimum one hour work).



## + ARTWORK SPECIFICATIONS

Please follow the artwork dimensions below and supply your artwork through to [communications@adansw.com.au](mailto:communications@adansw.com.au). We will let you know if it is the correct specifications.

### Full Page (Portrait)

- Trim 210mm wide x 297mm deep  
please include trim marks on artwork
- Type Please make sure all text sits at least 10mm from trim
- Bleed Please supply with 5mm bleed on all edges

### Half Page (Landscape)

- Trim 210mm wide x 148.5mm deep  
please include trim marks on artwork
- Type Please make sure all text sits at least 10mm from trim
- Bleed Please supply with 5mm bleed on all edges

### Quarter Page (Portrait)

- Trim 90mm wide x 120mm deep  
please include trim marks on artwork
- Bleed No bleed on 1/4 page ads

- Advertising material must be supplied as a high-res PDF
- Advertising material must include trim marks
- Advertising material must be in CMYK format
- All images must be 300dpi
- Total ink coverage cannot exceed 310%



# + ADVERTISING CODE

Advertising Code governing acceptance of advertising material in publications of ADA NSW Centre for Professional Dental Development Ltd.

## 1 DEFINITIONS

- 1.1 ADA NSW means the Australian Dental Association (NSW Branch) Ltd.
- 1.2 Advertising or Advertisement means the publication or promotion of any product, service or item of information.
- 1.3 Advertiser means the person submitting the advertisement to ADA NSW and includes their employees, contractors and agents.
- 1.4 Code means the ADA NSW Advertising Code.
- 1.5 Publications means scientific journals, magazines, books, newsletters, electronically recorded publications, or other material published by ADA NSW from time to time.

## 2 PURPOSE OF CODE

- 2.1 This Code sets out the ADA NSW Policy on acceptance of advertising material in publications of ADA NSW. ADA NSW reserves the right to place further conditions on its acceptance of advertising material at its discretion.
- 2.2 By submitting advertising material to ADA NSW for consideration by ADA NSW for inclusion in publications, the Advertiser agrees that the Advertiser has accepted the terms of the Code.
- 2.3 ADA NSW may modify the Code at its discretion. While ADA NSW will use its best efforts to advise such changes to known advertisers and agencies in a timely manner, Advertisers agree to be bound by the Code applicable at the time of the proposed advertising.

## 3 GENERAL CONDITIONS

- 3.1 The inclusion of advertising in ADA NSW publications has as a primary objective, providing information about products or services used in dentistry, dentistry related

activities and in other areas of interest to dentists and other readers of the publications. Advertisements that do not contribute to this purpose may be rejected.

- 3.2 ADA NSW will not publish advertisements that are in direct competition with services we provide, including but not limited to Continuing Professional Development courses, advisory services and practice accreditation.
- 3.3 If in the judgement of ADA NSW an advertisement does not conform with the spirit and intent of the Code, it may be rejected. ADA NSW reserves the right to refuse or to modify any advertisement, or to interrupt any series or sequence of advertisements.
- 3.4 Advertisers and the proposed advertisement must comply with Commonwealth and State law applicable to the product or service to be advertised. Without limiting the scope of this requirement, the attention of Advertisers is specifically drawn to competition law, fair trading law, therapeutic goods advertising law, discrimination law, defamation law and intellectual property law.
- 3.5 Proposed advertisements of therapeutic goods may require prior approval in accordance with the Therapeutic Goods Advertising Code under the Therapeutic Goods Act 1989 and Advertisers must supply an approval number for such advertisements.
- 3.6 By lodging any advertisement, the Advertiser warrants to ADA NSW compliance of the advertisement with any requirements of law affecting the product or the advertising of the product.
- 3.7 The Advertiser shall indemnify ADA NSW against all actions, costs, damages, expenses and other liability whatsoever that ADA NSW may suffer or incur by reason of the publication of the advertisement. This indemnity shall not

be affected by the fact of ADA NSW evaluating the advertisement or the content thereof as suitable for publication.

## 4 MATERIAL TO BE SUPPLIED

- 4.1 The Advertiser shall supply artwork and copy in a form sufficiently developed to permit an accurate assessment of the proposed content, meaning and purpose of the advertisement, sufficiently in advance of the copy deadline to permit assessment.
- 4.2 If not included in the advertising copy, or if not set out in sufficient detail in the copy, the advertiser shall supply.
  - 4.2.1 Identity of the active ingredient(s) of the preparation (where applicable).
  - 4.2.2 Indications and contraindications of therapeutic products.
  - 4.2.3 A statement of any known side-effects or hazards that may result from the use of the product.
- 4.3 In any instance where there is a legal requirement that an advertisement for a therapeutic product be accompanied by an abridged Product Information statement (API) the intending Advertiser shall supply the API and the cost of publishing the API shall be deemed to be additional to the cost of the advertisement when extra space is required.

## 5 SPECIFIC CONTENT REQUIREMENTS

- 5.1 The content of advertising must recognise the professional standing of the likely readership and it should therefore reflect professional standards of good taste and dignity, and in these matters ADA NSW shall be the sole arbiter.
- 5.2 The copy, illustrations and presentation must have as a self-evident prime purpose the conveying of useful information to dentists.

Information so conveyed must be professional, clinical and technical rather than commercial, general or consumer oriented in its nature. Where products sold to consumers are advertised, advertisements that are used in the public media may not be accepted.

- 5.3 Advertisements must be clearly recognisable as such. The presentation of advertisements should not resemble editorial content.

## 6 VALIDATION OF CLAIMS

- 6.1 An advertisement must be accurate in fact and in implication; must not include misleading or deceptive statements or unverifiable claims and must infer or suggest unwarranted expectations of product effectiveness.
- 6.2 Where claims are made for the safety, efficacy or performance of a product, the Advertiser shall supply evidence of the safety, efficacy or performance, and the evidence so supplied shall include all evidence upon which the Advertiser depends to justify such claims. Where such evidence includes scientific papers, copies of the papers shall be supplied on request, and the ADA NSW reserves the right to withhold publication of the submitted advertisement until satisfactory reports have been obtained from ADA NSW's referees. Documentation not in English shall be accompanied by an English translation.
- 6.3 Evidence offered in support of claims must be based on current scientific knowledge, and reflect the entirety of the available knowledge on the subject.
- 6.4 Claims of product or service efficacy based on a single study distant from currently-accepted knowledge on the subject are at a greater risk of rejection. ADA NSW accepts that there are occasions in scientific development where a new study may reach conclusions at variance with current opinion. Advertisers are advised

that acceptance of such evidence in advertising when first available is not likely, pending assessment of the validity of the study by the scientific community following publication. A factor favouring acceptance would be the publication of such a study in a well accepted, independently-refereed scientific journal. While the ultimate decision on such matters would depend upon case-by-case judgments at editorial discretion, ADA NSW will not, in general, afford credence to controversial viewpoints by exposure in advertising copy, until a consensus on the topic is reasonably established in the scientific community.

## 7 REFERENCE TO COMPETING PRODUCTS

7.1 Comparisons with other products of a similar type may only be of a factual nature, and the evidence presented must be clear, fair and capable of corroboration. Direct or implied disparagement of identified competing products is unacceptable. Identification may be direct identification, or identification by context or by inference. Advertisement content that seeks to compare products may be admitted only where the comparison is drawn from acceptable scientific papers in a fair manner; where the evidence drawn from the papers is presented in a context and in a manner that is not misleading and is consistent with the findings of the quoted paper; and where the source paper is identified in the advertising copy.

## 8 ASSESSMENT OF EVIDENCE

8.1 A decision on whether any particular item of evidence is considered valid shall be entirely a matter for editorial discretion. In assessing scientific evidence submitted, the considerations outlined in the section of this document 'Validation of Claims' will apply in general. Reference may be made, within editorial discretion, to Technical Reports issued by the FDI World Dental Federation. Reports that may be particularly applicable are:

- 8.1.1 No. 1 (1982): Principal requirements for controlled clinical trials of caries preventive agents and procedures.
- 8.1.2 No. 3 (1975): Classification of epidemiological studies of dental caries and definitions of related terms.
- 8.1.3 No. 4 (1977): Principal requirements for controlled clinical trials in periodontal diseases.
- 8.1.4 No. 5 and 6 (1977) (one publication): Recommended outline for a research protocol; recommended format for protocol for clinical research programme. Clinical comparison of several anterior and posterior restorative materials.
- 8.1.5 No.16 (1982): Recommendations for clinical research protocols for dental materials. Reference may also be made to British Standards Institute document 87/53289: Guidelines for establishing the efficacy of toothpastes.

## 9 APPEAL PROVISION

9.1 Where an Advertiser is dissatisfied with a decision to refuse, to modify or to interrupt an advertisement or series of advertisements, an appeal may be made to the Council of ADA NSW and this body shall be the ultimate arbiter of the matter.

## 10 MISCELLANEOUS

10.1 Information on prices of products or services may be admitted to advertisements provided it is a minor element of the content of the advertisement; is not couched in aggressive or comparative terms, and is presented so that it is self-evident that the inclusion of the price information is intended to convey no more than an indication

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**Australian Dental Association** NSW Branch

L1, 1 Atchison Street St Leonards NSW 2065 | Phone: (02) 8436 9900

**Advertising:** [communications@adansw.com.au](mailto:communications@adansw.com.au)

**[www.adansw.com.au](http://www.adansw.com.au)**

