



Royal Australasian College
of Dental Surgeons

Let knowledge conquer disease

RACDS MEDIA KIT



ABOUT US

The Royal Australasian College of Dental Surgeons (RACDS) is a member-based organisation comprising of 3000+ dentists and surgeons from Australasia and beyond. A not-for-profit organisation, the Aim & Purpose of RACDS is to provide a community for exceptional dentists to gain access to ongoing development of their clinical skills, forge a supportive network of peers, mentors and mentees, and to promote the improvement of oral health in the community.

The RACDS education programs provide world-standard, evidence-based education, training, examination and assessment, and achieving Fellowship or Membership status distinguishes our Fellows and Members as exceptionally skilled practitioners within the community.

OUR MEMBERS FROM AROUND THE WORLD



POSITION & CLINIC ADVERTISEMENT

Advertise your job vacancy or clinic sale across the RACDS membership to gain maximum exposure and help you find the right candidate or buyer.

Your ad will be featured on our Positions and Dental Practices webpage, as well as our monthly e-newsletter - College Newsbite - which is distributed to a database of 5,000+ contacts.

CONTENT REQUIREMENTS

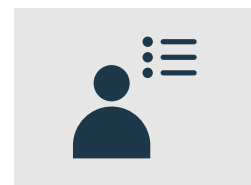
Please provide the following information:



High resolution logo or image



Position or Clinic Description
*This can be a link to a third-party advertising platform such as Seek, a short 100-word description or PDF



Contact details for applicants (if not available in link)



ADVERTISING RATES

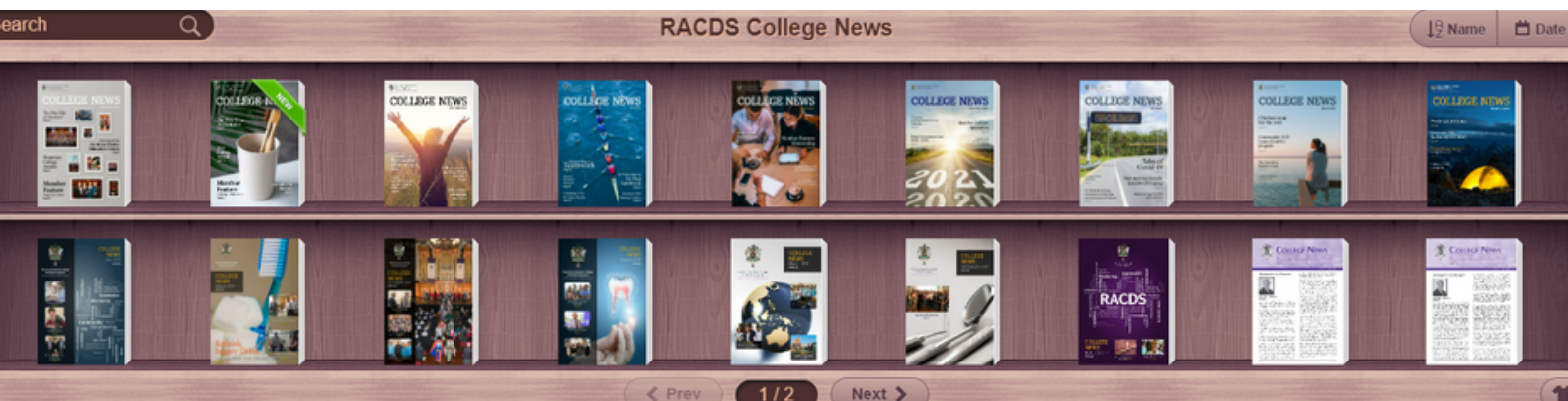
\$0 FELLOWS & MEMBERS	\$50 OTHER RACDS MEMBERS*	\$350 NON-MEMBER PRIVATE PRACTICE	\$475 HOSPITALS
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* All prices are exclusive of GST

*Other RACDS members include Associates, Affiliates, Candidates and Students

COLLEGE NEWS MAGAZINE

The College News is the official magazine of The Royal Australasian College of Dental Surgeons (RACDS). It is distributed electronically to over 3,500+ members who work as general dentists, specialist dental practitioners and oral & maxillofacial surgeons across the globe. These members hold positions in government, universities, private practice, and as key decision makers.



ADVERTISING RATES

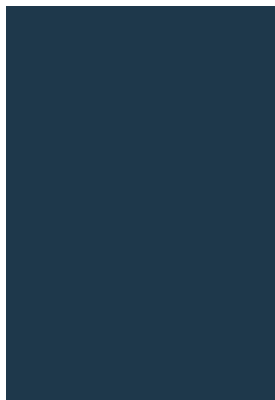
**Full Page
AUD\$500**

**Half Page
AUD\$350**

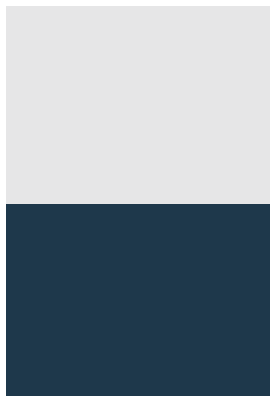
**Quarter Page
AUD\$200**

* All prices are exclusive of GST

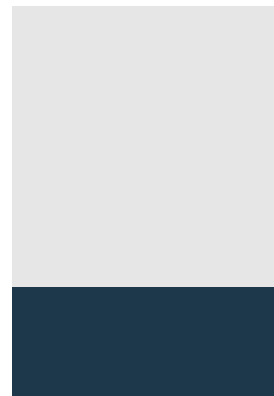
ARTWORK REQUIREMENTS



FULL PAGE:
210 X 297 MM



HALF PAGE:
210 X 148 MM



QUARTER PAGE:
210 X 74 MM

Crop/Bleed: Must add 3mm on each side of the image where it touches the edge of the page

Resolution: 300 dpi minimum

Format: JPG

**We will endeavour to ensure your advert displays as closely as the artwork provided. We do not take responsibility for any colour deviation that may occur.*



DEADLINES

ISSUE 1: MAY

BOOKING DEADLINE: 20 MARCH

MATERIAL DEADLINE: 3 APRIL

ISSUE 2: DECEMBER

BOOKING DEADLINE: 30 OCTOBER

MATERIAL DEADLINE: 13 NOVEMBER

**For all enquiries please
contact:**

P: +61 2 9262 6044

E: marketing@racds.org

For all enquiries please contact the Marketing Team.

P: +61 2 9262 6044 | E: marketing@racds.org



ADVERTISING GUIDELINES

- Advertisements must be clearly recognisable and not resemble editorial content.
- The content of advertising must recognize the professional nature of the readership and therefore reflect professional standards of good taste and dignity; in these matters RACDS shall be the arbiter. The notion of implied endorsement of advertisements is used as one of the tests in determining suitability.
- An advertisement must be accurate in fact and implication, and must not include misleading statements, half-truths or unverifiable claims and/ or arouse unwarranted expectations of product effectiveness.
- Any advertising of the practice of dentistry must identify the dental practitioner(s) and their qualifications.
- 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 collaboration.

CONDITION

- The advertiser, in lodging any advertisement, shall be deemed to have given assurances to the RACDS of compliance with any requirements of law affecting the product or the advertising of the product.
- The advertiser shall undertake to indemnify RACDS against all actions, costs, damages, expenses and other liability whatsoever that RACDS may suffer or incur by reason of the publication of the advertisement. This indemnity shall not be affected by the fact of RACDS evaluating the advertisement or the content thereof as suitable for publication.
- Professional display advertisements or notices from non-member dentists regarding their services and practice/s are not accepted for publication.

- In advance of the copy deadline, the advertiser shall supply artwork and copy, in a form sufficiently developed to allow an accurate assessment of the proposed content, meaning and purpose of the advertisement.
- Commercial advertising material from organisations competing with the RACDS and/or its approved suppliers/providers will not be accepted unless RACDS approval has been provided.
- Cancellations and refunds cannot be accepted after copy deadline.
- If, after booking your advertising space, you forfeit, cancel or fail to supply any or all of your company advert(s), you will be required to pay 50% of the cost of your booking.
- Payment is required prior to publication.
- Acceptance of any advertising for publishing does not indicate endorsement or approval by RACDS.
- RACDS may request substantiation of any claims made in the advertisement.
- All advertisement placements are subject to availability, and prices are regularly reviewed and subject to change.

APPROVAL

- RACDS reserves the right as it deems appropriate and without prior notice to the supplier to refuse advertisements without reason, to modify or withdraw any material submitted for inclusion in the magazine, or to interrupt any series or sequence of advertisements.
- Placement of advertisements within the College News is at editorial discretion.
- No advertisement promoting any product/service deemed to be a conflict of interest for RACDS will be accepted.



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