

**SADA**

THE SOUTH AFRICAN  
DENTAL ASSOCIATION

**2022**

**Dental and Commercial Trader  
Sponsorship & Advertising Opportunities**

**All rates quoted in ZA RAND**

**All quoted rates exclude VAT or agency commission where applicable**

**Ensuring your products or services are in the minds of the newly qualified and well-established oral health care practitioners...**

## **“The Golden Compass” - 7th edition**

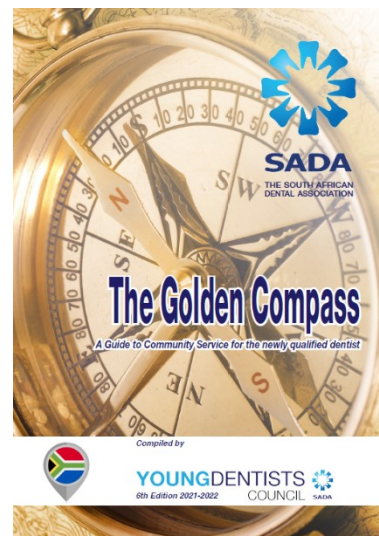
### **– Annual SADA publication distributed to all new dental graduates**

Annual informative publication handed out to all new dental graduates to assist in their preparation and understanding of their Community Service year. First published in 2016, this informative guide written specifically with the dental graduate in mind aims to assist the new graduate in their transition from lecture hall to Community Service Year.

The 2022-2023 issue will be the 7th year of publication, with information authored by respected oral health professionals. We have no doubt that the 2023 edition will continue to enhance reader knowledge and be the constant companion of oral health graduates.

The feedback we have had from recipients of the past four issues, has been excellent. Recipients advise use of the publication as a vital reference tool well after having received their copy. This is excellent news for advertisers as the lifespan of advertising is anticipated to be 3-5 years.

This publication is the ideal medium to introduce your company to new dental graduates.



<b>Full Page</b>	<b>Excl VAT</b>	<b>Material Size</b>
Inside Front Cover	12 100	A5 size
Inside Back Cover	12 100	<b>Full Page:</b> Trim 148mm x 210mm
Outside Back Cover	13 000	Bleed 158mm x 220mm
Inside Full Page	6 050	

### **Half Page - only Horizontal available**

Half Page	5 500	<b>Half Page:</b> Trim 148mm x 105mm
		Bleed 158mm x 115mm

**Print run:** 300 copies

Final digital artwork to be supplied by Advertiser

**Booking deadline:** 1 June 2022

**Material Deadline:** 4 June 2022

To view an online version of the last issue please go to: <https://www.sada.co.za/Golden-Compass>

Booking: please email [marketing@sada.co.za](mailto:marketing@sada.co.za)

## CPD Accreditation Application

Level	Description	Non-Accredited Service Provider/ Individual	Charge
1	Small groups: Presentations, meetings, symposia, ward rounds, case study discussions, journal clubs, mentoring/supervising, study groups	R580 per CEU with Maximum R1750 per application	R580-R1 750
1	Large groups - Conferences, Symposia, Refresher Courses	R580 per CEU with Maximum R1750 per application	R580 – R1 750
1	Large groups - International	Per CEU	R750
1	SADA Branches and SADA Specialist Groups	Per application	No Charge
2	Publications (Book, Journal Article)	Per application	R750
2	Article review	Per application	R750
2	Presenters/Authors Paper/Poster at Congress	Included in level 1 application	R750
2	Keynote/Invited Speaker	Included in level 1 application	R750
2	Presenter - Short course/Workshop	Included in level 1 application	R750
2	Multi Choice Questionnaire & Article	Per article and question set	R750
2	Journal Clubs with outcome/evaluation	Per Annum (Single Annual Application)	R1 750
3	Learning portfolios: Practice audit	Per Application	R3 500

**Please note:**

- Fees are non-refundable and must be submitted to SADA in full prior to the release of the accreditation number
- Fees in accordance with Guidelines as set by HPCSA CPD Committee.
- Accreditation is applicable to the year in which the activity is held and not the year in which it is applied for.

Please email [cpd@sada.co.za](mailto:cpd@sada.co.za) for enquiries regarding CPD accreditation application

## SADA EMERGENCY FLOW CHART 2022

This A0 sized wall flow chart allows for a step by step process when faced with an emergency and can be used by all dental practice staff easily to do all that is possible for the patient.

This digital poster is made available for all oral health care professionals via the SADA website as a free download to be printed and displayed in the practice and is suggested that it should be displayed in all examination rooms as well as areas where either personnel or patients are. The digital wall chart can also be displayed digitally within the practice.

Single Sponsor Exclusivity R30 800 (Excl VAT)

Final digital artwork to be supplied by Advertiser for incorporation into the design of the digital poster

Booking: please email [marketing@sada.co.za](mailto:marketing@sada.co.za)



The South African Dental Journal (SADJ) is the only internationally accredited dental journal in Africa directed to the dental community, published by the South African Dental Association. Our papers are subject to rigorous peer review to provide you with a high-quality journal for reliable source of information on dentistry and dental science.

The SADJ caters for the interests of general dental practitioners, specialists, academics, oral hygienists and dental therapists. It features current concepts and teaching in clinical dentistry, news in the field of dentistry, evidence based dental healthcare, original scientific research and developments in the oral and health environment. The SADJ is designed to fulfil continuing professional development requirements of practitioners, and CPD tests can be done online.

The SADJ is published monthly from February to November and available at [www.sada.co.za](http://www.sada.co.za) in print and online. <https://www.sada.co.za/publications-sadj>

**SADJ Advertising Rates 2022:**

<b>Size/Page</b>	<b>Excl VAT</b>	<b>Material Specifications</b>
Outside Front Cover	14 960	A4 portrait
Inside Front Cover	10 890	
Inside Back Cover	10 890	<b>Full Page:</b> Trim 297mm x 210mm Bleed 303mm x 216mm
Outside Back Cover	10 890	
Full Page Advertisement	10 120	<b>DPS:</b> Trim 297mm x 420mm Bleed 303mm x 426mm
Full Page Advertorial	7 300	<b>1/2 page:</b> Trim 148.5mm x 210mm Bleed 152mm x 216mm
Double Page Spread	18 700	
1/2 Page (Landscape)	8 470	<b>1/4 page:</b> Trim 148.5mm x 105mm Bleed 152mm x 111mm
1/4 Page (Portrait)	3 630	
1/3 Page (Strip)	7 150	<b>1/3 page:</b> Trim 297mm x 70mm Bleed 303mm x 76mm

**Artwork Specifications** (*Final digital artwork to be supplied by Advertiser*):

- Print optimized PDF, 300 DPI, CMYK
- JPEG, 12/12 High Quality, 300 DPI, RGB
- TIFF and EPS Full Colour, 300 DPI, CMYK

**Booking deadlines:**

January/February - 14 January 2022	July - 3 June 2022
March - 4 February 2022	August - 8 July 2022
April - 4 March 2022	September - 5 August 2022
May - 8 April 2022	October - 2 September 2022
June - 6 May 2022	November/December - 7 October 2022

**QUICK FACTS: [www.sada.co.za](http://www.sada.co.za)**

The official web portal of the voluntary Association known as The South African Dental Association (SADA)  
 Registered users >9 180  
 Annual page views >1 284 716  
 Average monthly page views >107 059  
 Annual users >359 525  
 Average monthly users >29 960

Please email [marketing@sada.co.za](mailto:marketing@sada.co.za) with your requirements

# SADA DENTAL CODES

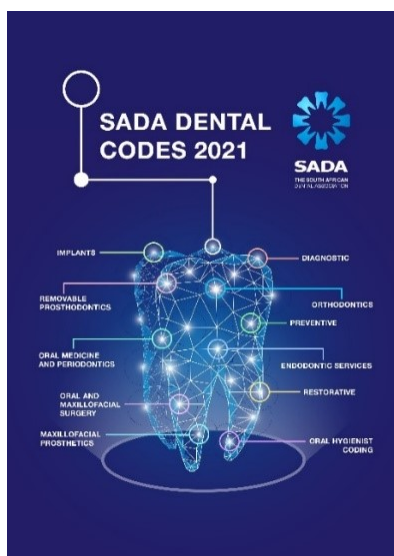
## incorporating SADA Relative Value Unit (RVU) Study

### Digitally available only to SADA Members and Stakeholders in Oral Health

It is with great pride that the South African Dental Association (SADA) presented to you the latest version of our **SADA DENTAL CODES**, incorporating the launch of the results of our long-awaited and much anticipated **Relative Value Unit (RVU) Study**. RVU's are a means of measuring the complexity of dental procedures in terms of the experience, judgement, skill, effort and risk involved in performing the procedure as well as the time taken to complete the procedure. These values are the **culmination of a 3-year study undertaken by SADA** and its specialist societies, in conjunction with Deloitte, in order to provide a crucial benchmark by which to accurately and fairly calculate tariffs for procedures. The RVU values **allow funders to understand the cost implications of new procedures** by comparing them to existing procedures for which benefits are already available by assessing the relativity between these procedures.

**SADA** are the **proud custodians of dental coding: procedure coding, numbering and terminology, interpretation, guidelines and usage rules** vs funder's rules coding. This extensive integrated Relative Value Unit (RVU) coding publication is the **first of its kind in South Africa** and is **essential** to every practice manager, bookkeeper, billing clerk, **when billing patients, and/or schemes for oral health procedures**.

The all-new exclusive digital format is super user-friendly allowing for easy searching of descriptors and codes, and always accessible.



Full page advertising opportunities with direct relation to the following sections within oral health care are available:

**Diagnostics**  
**Preventive**  
**Restorative**  
**Endodontics**  
**Oral Medicine and Periodontics**  
**Removable Prosthodontics**  
**Maxillofacial Procedures**  
**Implants**  
**Fixed Prosthodontics**  
**Oral and Maxillofacial Surgery**  
**Orthodontics**  
**Supplementary**  
**Oral Hygienists Coding List**  
**Dental Materials**  
**Numeric Coding List**  
**Alphabetical Coding List**

- Bookings will be taken throughout the year and will be valid **for one calendar year after placement**.
- A booking will remain valid for a period of one year with the material supplied.
- Thereafter current bookings may be extended at the rate for the upcoming period.
- New bookings may carry new material.
- Material can only be changed once the year of placement has lapsed.

#### Per Section: R11 000 (Excl VAT) per advertisement

- Total 16 sections as indicated above.
- Please note that there will be a maximum of three advertisements booked per section.
- The bookings are taken on a first booked first signed basis.
- Once the three opportunities are booked for a section, booking will close until the annual period expires, at which time a new booking may take place.

**Inside Front Cover (IFC): R11 000 (Excl VAT)**

**Inside Back Cover (IBC): R11 000 (Excl VAT)**

**Outside Back Cover (OBC): R44 000 (Excl VAT)**

#### Material Specifications: Digital material to be supplied by Advertiser

Publication size: A4 Portrait

Trim: 297mm x 210mm

Bleed: 307mm x 220mm

Resolution: 300dpi

Format: TIFF or PDF

Please email [marketing@sada.co.za](mailto:marketing@sada.co.za) with your requirements

# Professional Development and e-Learning

Whilst SADA does not have physical branches nationally, it does have 11 virtual branches nationally.

These virtual Branches host both physical and e-Learning CPD Events throughout the year.

Continuing education workshops and lectures at Branches are an excellent way for oral health professionals to increase their knowledge and obtain the CPD points required.

All Events are open to oral health professionals regardless of SADA Membership status.

e-Learning is open internationally to participants of all disciplines.

Learning events whether physical or virtual, are an excellent opportunity for traders to engage directly with oral health care practitioners in a social yet non-pressurized environment.



## Opportunity 1 e-Learning 2022

- **Main sponsor (Sole) R15125.00 (Excl VAT)**
  - Speaker sponsor (excludes the cost of the speaker honorarium if applicable)
  - Logo on webinar advertisement
  - Logo on returned registration document
  - Logo on reminder email for event
  - Distributed to a minimum of 48000 recipients within a minimum of 6 separate email blasts.
  - Social media exposure on 6 SADA social media platforms over a three day period
  - 10 – 15 Seconds Advertisement before and after the webinar
  - Company logo added to the speaker slides OR Company logo to use as intervals during lecture (twice in 60 min lecture)
  - Webinar visible with branding stored and available for a minimum of two years via SADA YouTube channel <https://www.youtube.com/c/SouthAfricanDentalAssociation>
  - This will be a SADA/Trader Branded evening
  - Deposit of R10 000 payable in **before** the event.

## Opportunity 2 e-Learning 2022

- **Trader Product Showcase Webinars - Min** Trader nominates a presenter to showcase a product and technique for 30 - 45 min **R12 975.00 (Excl VAT)**
  - No CPD unless the content is deemed to be of educational value to the profession
  - Logo on webinar advertisement
  - Logo on returned registration document
  - Logo on reminder email for event
  - Distributed to a minimum of 48000 recipients within a minimum of 6 separate email blasts.
  - Social media exposure on 6 SADA social media platforms over a three day period
  - Trader may run advertisement during the 90 min slot
  - This will be a Company Branded evening
  - Webinar visible with branding stored and available for a minimum of two years via SADA YouTube channel <https://www.youtube.com/c/SouthAfricanDentalAssociation>
  - Deposit of R10 000 payable **before** the event

## Opportunity 3 e-Learning 2022

- **Shared sponsorship (Max 2 Companies)**  
**Per company R7 562.50 (Excl VAT)**
  - Logo on webinar advertisement
  - Logo on returned registration document
  - Logo on reminder email for event
  - Distributed to a minimum of 48000 recipients within a minimum of 6 separate email blasts.
  - Social media exposure on 6 SADA social media platforms over a three day period
  - 10 – 15 Seconds Advertisement before and after the webinar
  - Company logo to use as intervals during lecture (twice in 60 min lecture)
  - Webinar visible with branding stored and available for a minimum of two years via SADA YouTube channel <https://www.youtube.com/c/SouthAfricanDentalAssociation>
  - Deposit of R5 000 payable in **before** the event.

## Professional Development and e-Learning continued

### Opportunity 4 e-Learning 2022

- **Delegate Lucky Draw – R2 750**
  - Trader sponsors a lucky draw to the Min value of R1 000 to one of the delegates who attends the full duration of the webinar.
  - Maximum 2 Lucky Draws per webinar.
  - Trader to ensure the lucky draw are delivered to the Winner.
  - Distributed to a minimum of 48000 recipients within a minimum of 6 separate email blasts.
  - Social media exposure on 6 SADA social media platforms over a three day period.
  - 10 – 15 Seconds Advertisement before and after the webinar.
  - Webinar visible with branding stored and available for a minimum of two years via SADA YouTube channel <https://www.youtube.com/c/SouthAfricanDentalAssociation>
  - Deposit of R2 750 payable **before** the event.

**SADA is not responsible for the supplying of Trader artwork whether it be in digital or hard copy format.**

To book your e-Learning opportunity please contact Marilize van Rensburg on 083 339 8911 or via email [pr@sada.co.za](mailto:pr@sada.co.za)

## Physical Branch Event Table Sponsor 2022

- **Table Sponsor – R3 500**
  - Trader sponsors a table at a physical Branch event.
  - Distributed to a minimum of 48000 recipients within a minimum of 6 separate email blasts.
  - Social media exposure on 6 SADA social media platforms over a three day period.
  - Note a physical branch activity attendance is determined by the branch size.
  - Trader is responsible for travel and accommodation expenses for their representatives.

To book your table at a physical branch event please contact Marilize van Rensburg on 083 339 8911 or via email [pr@sada.co.za](mailto:pr@sada.co.za)

## Classified Advertisement 2022

Classified advertisements are restricted to a maximum of 100 words per advertisement.

Classified advertisement requests are required in writing, and **must be submitted to [marketing@sada.co.za](mailto:marketing@sada.co.za)** with full contact details of the advertiser which should include:

- the wording of the advertisement as it is to be published online;
- Advertiser professional number when applicable; (will not be published, this is to confirm SADA membership status);
- Advertiser contact details (will not be published).
- The advertisement lifespan is two weeks from the date of upload.
- Advertisements that are to be repeated follow the same process as the original placement request.

All advertisements which exceed a word count of 100 words will be forwarded to our publisher E-Doc for further processing as a potential advertisement to be placed in the SADJ electronically or as website advertising. E-Doc will contact you thereafter regarding your requirements.

SADA Members may place advertisements at no cost providing their annual membership fees are either paid in full at the time of their request or a debit order request has been lodged and is running.

Non-SADA Member advertisers will be charged R55 per word (excl VAT) for the placement of their advertisements.

Advertisement must be paid in full before uploading on the web platform.

Advertiser remains liable for placement costs should invoice remain unpaid.

Please email [marketing@sada.co.za](mailto:marketing@sada.co.za) with your requirements

# Website [www.sada.co.za](http://www.sada.co.za)

Advertisement information must adhere to SADA Ethical code and content should be of interest to the dental profession. Should there be doubt regarding content and the appropriateness of such it will require approval from SADA MANCO.

Space available according to first come first serve signed booking request.

## QUICK FACTS: [www.sada.co.za](http://www.sada.co.za)

The official web portal of the voluntary Association known as The South African Dental Association (SADA)

Registered users >9 180

Annual page views >1 284 716

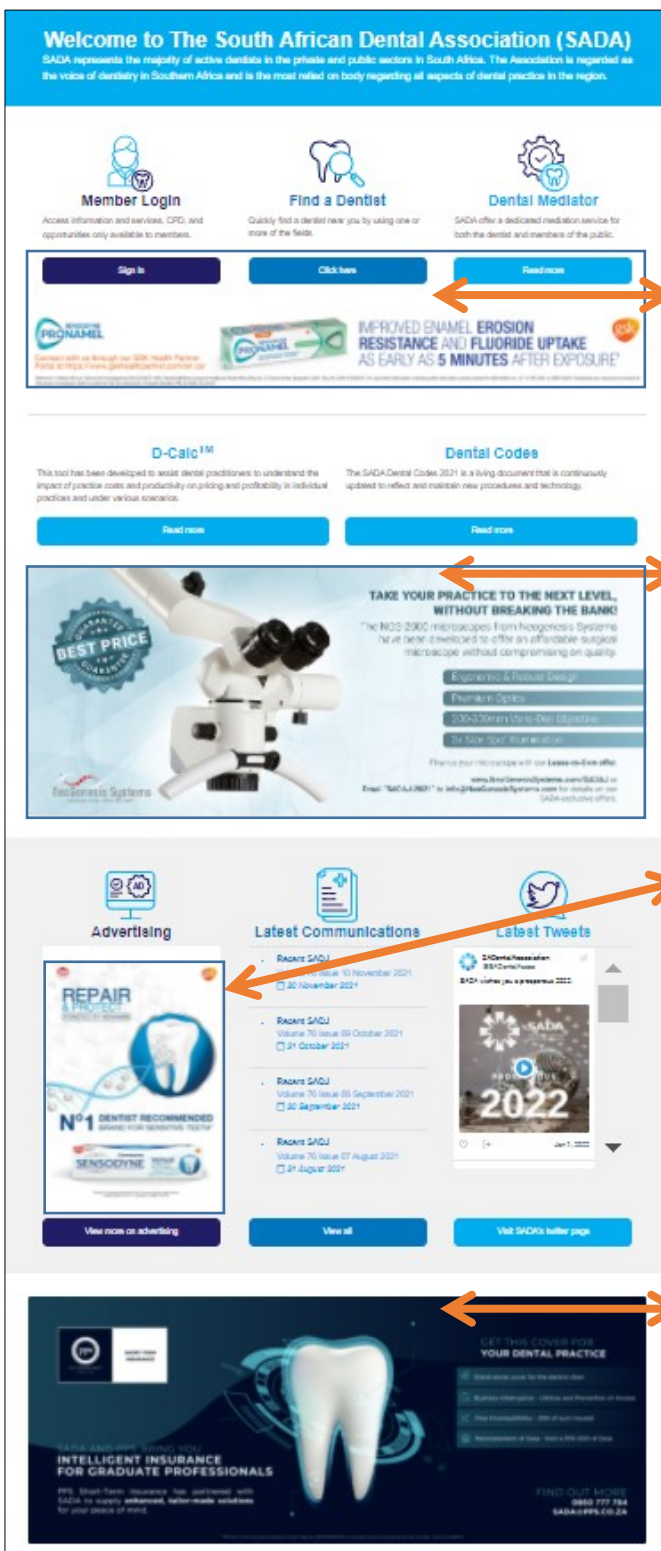
Average monthly page views >107 059

Annual users >359 525

Average monthly users >29 960

**Advertiser to supply digital format material as per required booking.**

Please email [marketing@sada.co.za](mailto:marketing@sada.co.za) with your requirements.



### Home Page Banner 1

Material size: 1347px (width) x 390 px (height)

30 days exposure R15 000

90 day exposure R35 000

120 day exposure R45 000

365 day exposure R90 000

### Home Page Banner 2

Material size: 1100px (width) x 445px (height)

30 days exposure R15 000

90 day exposure R35 000

120 day exposure R45 000

365 day exposure R90 000

### Home Page Scrolling Advert

Material size: 320px (width) x 479px (height)

30 day exposure R5 000

90 day exposure R12 000

120 day exposure R15 000

365 day exposure R30 000

### Home Page Above Footer 1

Material size: 1110px (width) x 445px (height)

30 day exposure R12 000

90 day exposure R26 000

120 day exposure R36 000

365 day exposure R70 000



## Email link in ONE of the following email blast opportunities 2022:

- SADArise Newsletter
- SADA Clinical Advisory Bulletin
- SADA Legal Advisory Bulletin
- SADA Professional Development Bulletin

The information must adhere to SADA Ethical code and content should be of interest to the dental profession. Commercial endorsement is not allowed.

Should there be doubt regarding content and the appropriateness of such it will require approval from SADA MANCO.

Full details of Event, official event title, survey and/or appropriate link will be required.

It is essential for clear concise details to be supplied to prevent the requirement for additional setup fee.

Please select the required Email communication – 4 to select from:

- SADArise Newsletter
  - SADA Clinical Advisory Bulletin
  - SADA Legal Advisory Bulletin
  - SADA Professional Development Bulletin
- SADA reserves the right to limit the number of email blasts for events which will be sent to recipients to prevent spam.
  - Initial setup fee R2 750 (Excl VAT)
  - Change to initial setup in excess of 15 minutes charged R275 per hour (Excl VAT)
  - One link per month per R1 760 (Excl VAT)
  - Each additional link per month R880 (Excl VAT)

Email link requests are required in writing together with full information which is being requested to be circulated. Please email [marketing@sada.co.za](mailto:marketing@sada.co.za)

## Social Media

2022 Advertising or sharing information on SADA Social Media platforms

**Facebook Page (Public):** <https://www.facebook.com/sadentalassoc/>

**Facebook Page (Professional):** <https://www.facebook.com/groups/sadentalassociation/>

**Facebook – (YDC):** <https://www.facebook.com/youngdentistscouncil/>

**Instagram (Public):** <https://www.instagram.com/southafricandentalassociation/>

**Twitter (Public):** <https://twitter.com/SADentalAssoc>

**YouTube (Public):** <http://www.youtube.com/c/SouthAfricanDentalAssociation>

**LinkedIn (Public):** <https://www.linkedin.com/company/17952246>

Dental Traders may approach SADA to advertise oral health products through SADA social media platforms.

SADA will require full visuals and details of the proposed advertisement for approval prior to sharing to ensure that content is appropriate and ethical of nature.

Educational Trader webinar information will not be considered for distribution.

- 1 distribution per platform R2 750 (Excl VAT)

Social Media requests are required in writing together with full information which is being requested to be circulated. Please email [marketing@sada.co.za](mailto:marketing@sada.co.za) with your requirements

# Trader Advertiser Sponsor Package Opportunities 2022

South African Dental Association  
Private Bag 1, Houghton 2041, Gauteng, South Africa

Tel: +27 11 484 5288

Marilize Janse van Rensburg  
[pr@sada.co.za](mailto:pr@sada.co.za)  
Ann Bayman  
[marketing@sada.co.za](mailto:marketing@sada.co.za)

[www.sada.co.za](http://www.sada.co.za)



**SADA**  
THE SOUTH AFRICAN  
DENTAL ASSOCIATION

<b>e-Learning ONLY Package Overview (All packages quoted exclude VAT or agency commission where applicable)</b>	<b>Option 1 – Sole Sponsor</b>	<b>Option 2 – Trader Product Showcase Webinars</b>	<b>Option 3 – Shared Sponsor (Max 2 companies)</b>	<b>Option 4 – Delegate Lucky Draw</b>
10 – 15 Seconds Advertisement before and after the webinar	✓		✓	✓
Company logo to use as intervals during lecture (twice in 60 min lecture)	✓		✓	
CPD Accredited by SADA only if content is deemed to be of educational value to the profession	✓	✓	✓	✓
Distributed to a minimum of 48000 recipients within a minimum of 6 separate email blasts to SADA database.	✓	✓	✓	✓
Logo on reminder email for event	✓	✓	✓	✓
Logo on returned registration document	✓	✓	✓	✓
Logo on webinar advertisement	✓	✓	✓	✓
Maximum 2 Lucky Draws per webinar				✓
Social media exposure on 6 SADA social media platforms over a 3 day period Day 1: Facebook Page (Public): <a href="https://www.facebook.com/sadentalassoc/">https://www.facebook.com/sadentalassoc/</a> Facebook Page (Professional): <a href="https://www.facebook.com/groups/sadentalassociation/">https://www.facebook.com/groups/sadentalassociation/</a> Day 2: Facebook – (YDC): <a href="https://www.facebook.com/youngdentistscouncil/">https://www.facebook.com/youngdentistscouncil/</a> Instagram (Public): <a href="https://www.instagram.com/southafricandentalassociation/">https://www.instagram.com/southafricandentalassociation/</a> Day 3: Twitter (Public): <a href="https://twitter.com/SADentalAssoc">https://twitter.com/SADentalAssoc</a> LinkedIn (Public): <a href="https://www.linkedin.com/company/17952246">https://www.linkedin.com/company/17952246</a>	✓	✓	✓	✓
Speaker sponsor (excludes the cost of the speaker honorarium if applicable)	✓			
SADA/Trader Branded evening	✓	✓	✓	✓
Trader may run advertisement during the 90 min slot		✓		
Trader nominates a presenter to showcase a product and technique for 30 - 45 min		✓		
Trader sponsors a lucky draw to the Min value of R1 000 to one of the delegates who attends the full duration of the webinar				✓
Trader to ensure the lucky draw are delivered to the Winner				✓
Webinar visible with branding stored and available for a minimum of 2 years via SADA YouTube channel	✓	✓	✓	✓
<b>Cost of booking (Excl VAT)</b>	<b>15 125.00</b>	<b>12 975.00</b>	<b>7 562.50</b>	<b>2 750.00</b>
<b>Deposit required within 48 hours of booking</b>	<b>10 000.00</b>	<b>10 000.00</b>	<b>7 562.50</b>	<b>2 750.00</b>

Please contact SADA via [pr@sada.co.za](mailto:pr@sada.co.za) or [marketing@sada.co.za](mailto:marketing@sada.co.za) to book your requirements.

<b>Packages enhancing exposure through multiple areas (All packages quoted exclude VAT or agency commission where applicable)</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>
e-Learning Option 1 – Sole Sponsor							✓	✓		✓
e-Learning Option 2 – Trader Product Showcase Webinar									✓	
e-Learning Option 3 – Shared Sponsor (Max 2 companies)		✓	✓	✓	✓	✓				
e-Learning Option 4 – Delegate Lucky Draw	✓				✓				✓	✓
SADA Physical Branch Event Table Sponsor										
SADJ- Full Page inside adhoc placement	✓	✓	✓	✓	✓		✓	✓		
SADJ- 3 issues (March, June, September)						✓		✓		
SADJ- 6 issues (February, April, June, August, October)									✓	
SADJ- 10 issues (February – November)										✓
The Golden Compass – IFC						✓				
The Golden Compass – IBC									✓	
The Golden Compass – Inside Page ad hoc placement			✓	✓						
The Golden Compass – 2 Inside full pages					✓		✓	✓		
The Golden Compass – 2 Inside full pages DPS										✓
The Golden Compass – Inside Half Page		✓								
The Golden Compass – 2 Inside half pages DPS	✓									
The Golden Compass – OBC										✓
Dental CODE- Book - Section Full Page										
Dental CODE- Book - IFC										
Dental CODE- Book - IBC										
Dental CODE- Book - OBC										
Emergency Flow Chart										✓
SADA Integrated Annual Report – IFC				✓					✓	
SADA Integrated Annual Report - IBC					✓					
SADA Integrated Annual Report - OBC										✓
Website www.sada.co.za WHP Banner 1 (30 day)										
Website www.sada.co.za WHP Banner 1 (90 day)										
Website www.sada.co.za WHP Banner 1 (120 day)										
Website www.sada.co.za WHP Banner 1 (365 day)										✓
Website www.sada.co.za WHP Banner 2 (30 day)										
Website www.sada.co.za WHP Banner 2 (90 day)										
Website www.sada.co.za WHP Banner 2 (120 day)										
Website www.sada.co.za WHP Banner 2 (365 day)								✓		
Website www.sada.co.za WHP Scrolling Advert 2 (30 day)										
Website www.sada.co.za WHP Scrolling Advert 2 (90 day)										
Website www.sada.co.za WHP Scrolling Advert 2 (120 day)										
Website www.sada.co.za WHP Scrolling Advert 2 (365 day)							✓			
Website www.sada.co.za WHP Above Footer 1 (30 day)										
Website www.sada.co.za WHP Above Footer 1 (90 day)										
Website www.sada.co.za WHP Above Footer 1 (120 day)										
Website www.sada.co.za WHP Above Footer 1 (365 day)									✓	
Total booked as single line items	22,870.00	23,182.50	23,732.50	33,732.50	41,432.50	46,962.50	66,245.00	143,425.00	162,425.00	266,875.00
<b>Package Cost when booking as a package and instead of single items</b>	<b>21,154.75</b>	<b>21,443.81</b>	<b>21,952.56</b>	<b>30,359.25</b>	<b>37,289.25</b>	<b>42,266.25</b>	<b>57,964.38</b>	<b>118,325.63</b>	<b>129,940.00</b>	<b>200,156.25</b>
<b>Discount opportunity</b>	<b>1,715.25</b>	<b>1,738.69</b>	<b>1,779.94</b>	<b>3,373.25</b>	<b>4,143.25</b>	<b>4,696.25</b>	<b>8,280.62</b>	<b>25,099.38</b>	<b>32,485.00</b>	<b>66,718.75</b>
IFC = Inside Front Cover	FP = Full Page									
IBC = Inside Back Cover	HP = Half Page									
OBC = Outside Back Cover	DPS = Double Page Spread									
SM = Social Media	WHP = Website Home Page									

Please contact SADA via [pr@sada.co.za](mailto:pr@sada.co.za) or [marketing@sada.co.za](mailto:marketing@sada.co.za) to book your requirements.

## Advertising Booking Enquiry/Instructions 2022

Please indicate below your advertising placement requirements to allow SADA to accurately supply a quotation for acceptance. Email completed pages 12 and 13 of this document to [marketing@sada.co.za](mailto:marketing@sada.co.za) to receive a quotation.

Should anything be unclear please call Ann Bayman on +27114845288 or email [marketing@sada.co.za](mailto:marketing@sada.co.za) for clarity.



**SADA**  
THE SOUTH AFRICAN  
DENTAL ASSOCIATION

### Client Information

<b>Business Name</b>		<b>Postal Address including postal code</b>	
<b>Department</b>		<b>Purchase Order #</b>	
<b>Contact</b>		<b>Cellphone</b>	
<b>Telephone</b>		<b>Fax</b>	
<b>Email</b>		<b>Web Site</b>	
<b>VAT #</b>		<b>Company Reg #</b>	
<b>SADA Customer Acc #</b>		<b>SADA Quotation #</b>	

Please note all artwork is to be supplied in complete digital format.

All quoted rates exclude VAT or agency commission which may be applicable.

<i>Tick Placement Platform</i>	<i>Product/Caption</i>	<i>Size</i>	<i>Frequency/Start Date/Notes</i>
	<b>The Golden Compass</b>		
	<b>SADJ</b>		
	<b>Website: <a href="http://www.sada.co.za">www.sada.co.za</a></b>		
	<b>SADA Dental Codes Book</b>		
	<b>SADA Emergency Flow Chart</b>	R30 800.00 + VAT	
	<b>SADA Professional Development &amp; e-Learning</b>	<b>Option 1</b>	R15 125.00 + VAT
		<b>Option 2</b>	R12 975.00 + VAT
		<b>Option 3</b>	R7 562.50 + VAT
		<b>Option 4</b>	R2 750.00 + VAT
	<b>SADA Physical Branch Event Table Sponsor</b>		
	<b>SADA Integrated Annual Report</b>		
	<b>Email links</b>		

	<b>SM: Facebook Page (Public):</b> <a href="https://www.facebook.com/sadentalassoc/">https://www.facebook.com/sadentalassoc/</a>			
	<b>SM: Facebook Page (Professional):</b> <a href="https://www.facebook.com/groups/sadentalassociation/">https://www.facebook.com/groups/sadentalassociation/</a>			
	<b>SM: Facebook – (YDC):</b> <a href="https://www.facebook.com/youthdentistscouncil/">https://www.facebook.com/youthdentistscouncil/</a>			
	<b>SM: Instagram (Public):</b> <a href="https://www.instagram.com/southafricandentalassociation/">https://www.instagram.com/southafricandentalassociation/</a>			
	<b>SM: Twitter (Public):</b> <a href="https://twitter.com/SADentalAssoc">https://twitter.com/SADentalAssoc</a>			
	<b>SM: YouTube (Public):</b> <a href="http://www.youtube.com/c/SouthAfricanDentalAssociation">http://www.youtube.com/c/SouthAfricanDentalAssociation</a>			
	<b>SM: LinkedIn (Public):</b> <a href="https://www.linkedin.com/company/17952246">https://www.linkedin.com/company/17952246</a>			
	<b>Total Package</b>	1	R21 154.75 + VAT	7.50% Discount applied for package
		2	R21 443 .81+ VAT	7.50% Discount applied for package
		3	R21 952.56 + VAT	7.50% Discount applied for package
		4	R30 359.25 + VAT	10% Discount applied for package
		5	R37 289.254 + VAT	10% Discount applied for package
		6	R42 266.25 + VAT	10% Discount applied for package
		7	R57 964.38 + VAT	12.50% Discount applied for package
		8	R118 325.63 + VAT	17.50% Discount applied for package
		9	R129 940.00 + VAT	20% Discount applied for package
		10	R200 156.25 + VAT	25% Discount applied for package
	<b>Other</b>			
<b>Name (Authorized company signatory)</b>				
<b>Contact Tel #</b>			<b>Contact Cell #</b>	
<b>Direct email</b>				
<b>Accounts email</b>				<b>Date</b>