



WHY SELL TO THE MoD?

IF YOU ARE SERIOUS IN YOUR BUSINESS, YOU SHOULD BE CONSIDERING THE MoD AS ONE OF YOUR CUSTOMERS.

37,000 SUPPLIERS ALREADY DO!



Q. WHY DOES THE MINISTRY OF DEFENCE SPEND SO MUCH?

A. PUT SIMPLY, NO ONE CAN MATCH THEIR WIDE RANGE OF REQUIREMENTS.

MoD Defence Contracts Bulletin (MoD DCB) is the only official contract notice magazine for the procurement of goods and services by the MoD, and is distributed extensively throughout its procurement community.

This is a marketplace where budgets and contracting opportunities remain constant and high. The MoD spends around £15 billion annually.

MoD DCB FEATURES 2005

- **March 2005** Powering the Defence Industry
- **April 2005** Communications in Defence
- **May 2005** Naval Procurement
- **June 2005** Health and Safety
- **July 2005** Training
- **August 2005** Defence Research & Development
- **September 2005** DSEi - The Event
- **October 2005** COTS
- **November 2005** Information Management
- **December 2005** Avionics/Aerospace

WHY SELL TO THE MoD?

- No other organisation in the UK spends more, on more.
- A quarter of a million personnel throughout the world require almost every imaginable product and service, from paperclips to battleships.
- £15 billion is spent annually with 90% of these contracts valued at £100,000 or less, with 70% of contracts placed as a result of competitive tendering.
- Over the last three years 70,000 contracts and amendments have been placed and won by the MoD's 37,000 suppliers.
- Contracts are not awarded solely on price: life-cycle best value is the main concern.
- The MoD buys from SMEs and sole traders as well as multinationals.
- You don't have to win an entire contract – work can be sub-contracted out through a Prime Contractor.
- The MoD is actively seeking new and innovative suppliers.

WHY PROMOTE YOUR COMPANY THROUGH MoD DEFENCE CONTRACTS BULLETIN?

- There is no other official UK source for defence open-to-tender contract information and awards.
- It is Europe's market leader for defence-related open-to-tender contract opportunities and awards.
- Exposure through *MoD Defence Contracts Bulletin* brings your expertise to the attention of Prime Contractors as well as MoD procurement professionals.
- It is widely read by MoD buyers and key personnel in the MoD purchasing community – your target market.
- It is the main source of information on the future purchasing requirements of the MoD with guidance on how best to sell to the MoD, and special features and reports on MoD purchasing processes.
- Regular advertising features focus on information pertinent to the defence industry across many departments and sectors, allowing private sector suppliers to target specific audiences.

CIRCULATION

- Sent to over 7300 private sector companies, 500+ MoD procurement personnel and buyers at MoD purchasing points throughout the UK.
- Published fortnightly.
- Full colour, glossy.



ADVERTISING RATES

DISPLAY CONTRACT ADVERTISEMENTS



Please note that **MoD DCB** is a full-colour publication. All artwork should be supplied in one of the formats listed below with images saved at a minimum of 300dpi.

Artwork can be received in a number of ways:

- CD-ROM (to address below)
- Zipdisk (to address below)
- 3.5 Floppy Disk (to address below)
- ISDN (0141 331 2774)
- Email (advertising@bipsolutions.com)

Artwork can be received in the following software formats (both Mac and PC):

- Adobe Acrobat (high resolution .pdf)
- Quark Xpress
- Adobe Illustrator (.eps)
- Adobe Photoshop (.jpg or .tif)
- Macromedia Freehand (.eps)

Please supply a hard copy of your advertisement with your artwork or fax it to the number listed below.

Any additional artwork required, or artwork received in a format other than those stated, may incur a design charge of a minimum of £75 and upwards depending on copy. Additional design charges cannot be calculated prior to receipt of copy.

For further information please contact:

Tel: **0845 270 7066**

Fax: **0141 331 2652**

Email: advertising@bipsolutions.com



FULL PAGE

21cm wide x 29.7cm deep (please include a 3mm bleed)

£1750+VAT (£2056.25 incl VAT)



HALF PAGE – LANDSCAPE

19cm wide x 12.5cm deep

£1000+VAT (£1175 incl VAT)



HALF PAGE – PORTRAIT

9.2cm wide x 25.8cm deep

£1000+VAT (£1175 incl VAT)



QUARTER PAGE

9.2cm wide x 12.5cm deep

£700+VAT (£822.50 incl VAT)

All adverts are full colour display.

ONLINE ADVERTISING



FULL BANNER

Width x Depth
468pixels x 60pixels (165mm x 21mm)

To allow the banner to download quickly, all online advertisements should be under 15k.

For details of our online advertising rates please contact our advertising team:

Tel: **0141 332 8247** Email: advertising@bipsolutions.com

LOOSE INSERTS

Loose inserts of your promotional literature can be placed in any of our publications. All you have to do is select your publication, send us the material and we will do the rest.

Weight	Rate	Weight	Rate
Up to 20g	£1400	61g to 80g	£2300
21g to 40g	£1700	81g to 100g	£2600
41g to 60g	£2000	101g to 120g	£2900

DISCOUNTS

Discounts are available on multiple advert bookings as follows:

- 3-5 Adverts – 10% discount
- 6-11 Adverts – 15% discount
- 12+ Adverts – 20% discount

Advertising agency commission is 10% over and above the stated discounts.

DESIGN AND ARTWORK CHARGES

BiP Solutions can design your advert from as little as £75. The charge applied depends on the complexity of your advert and, once published, BiP Solutions will send you your advert on CD to use again and again.

Advertisements which do not comply with the stated specifications may be liable to an artwork charge.



BiP SOLUTIONS LIMITED

Park House, 300 Glasgow Road, Shawfield, Glasgow G73 1SQ

Tel: 0845 270 7066 Fax: 0141 331 2652 Email: advertising@bipsolutions.com Website: www.bipsolutions.com

FACILITATING BUSINESS WITH GOVERNMENT



PLEASE PRINT, COMPLETE AND FAX TO **0141 331 2652**

ADVERTISER DETAILS

ORGANISATION	<input type="text"/>	BILLING ADDRESS <i>(if different from left)</i>	<input type="text"/>
CONTACT	<input type="text"/>		
ADDRESS	<input type="text"/>		
		POSTCODE	<input type="text"/>
		TEL	<input type="text"/>
		FAX	<input type="text"/>
		EMAIL	<input type="text"/>
POSTCODE	<input type="text"/>	WEBSITE	<input type="text"/>

ADVERTISEMENT DETAILS

SIZE (WIDTH X DEPTH)	FULL PAGE 21cm x 29.7cm	HALF PAGE — LANDSCAPE 19cm x 12.5cm	HALF PAGE — PORTRAIT 9.2cm x 25.8cm	QUARTER PAGE 9.2cm x 12.5cm	WEB BANNER	INSERT
	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
ISSUE DATE(S)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
SPECIAL INSTRUCTIONS	<input type="text"/>					

Advertising copy required 14 days prior to publication date

COSTINGS AND ENDORSEMENT

TOTAL PACKAGE COST	<input type="text"/>
LESS APPLICABLE DISCOUNT	<input type="text"/>
ARTWORK CHARGE	<input type="text"/>
TOTAL CHARGE (EXCL VAT)	<input type="text"/>
PURCHASE ORDER NO. (IF APPLICABLE)	<input type="text"/>

I WISH TO RESERVE SPACE FOR THE ABOVE ADVERTISEMENT(S) AND HAVE READ, UNDERSTOOD AND AGREED TO THE TERMS STATED (see next page for reference).

SIGNED	<input type="text"/>		
POSITION	<input type="text"/>	DATE	<input type="text"/>



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TERMS AND CONDITIONS

1. BiP Solutions Ltd, hereafter referred to as the publisher, shall not be held liable for any loss or damage consequential or otherwise occasioned by error, late publication, deletion or omission in any advertising submitted for their publication, or for the failure of an advert to appear from any cause whatsoever.
2. It is understood and agreed that copyright in designs prepared by the publisher shall remain his property and advertisements including such designs may not be reproduced without his consent.
3. The advertiser warrants that the advertisement does not contravene any Act of Parliament nor is it in any way illegal or defamatory or an infringement of any other party's rights or an infringement of the British Code of Advertising Practice.
4. The advertiser will indemnify the publisher against any damage or any infringement and/or loss and/or expense which the publisher may incur as a direct or indirect consequence of the advertiser's announcement.
5. Copy must be supplied without application from the publisher. In the event of copy instructions not being received, the publisher reserves the right to repeat the copy last used, alternatively the right to publish only the name and address of the advertiser if no previous copy was supplied and in either case the total price of the order will remain unaltered.
6. The publisher cannot accept responsibility for changes in copy unless these are confirmed in writing and in time for the changes to be made. The publisher reserves the right to charge for any additional expenses involved in such changes.
7. Copy matter must conform to the publisher's requirements and any additional work involved may be charged for.
8. The publisher reserves the right to modify the wording of any classification or trade heading.
9. Where the copy includes a photograph, the publisher is in no way to be held responsible for any loss or damage whatsoever arising due to the quality of reproduction by him, his servants or agents of the photographs supplied.
10. The advertiser shall be responsible for the insurance of all artwork, transparencies and other advertisement material delivered by him to the publisher and the publisher cannot accept any liability for any loss or damage.
11. Where a layout or a proof is submitted to the advertiser it must be returned by the date specified on it; if not the publisher will print the advertisement in the same form as the layout or proof submitted.
12. The publisher reserves the right to destroy all copy and other layout materials which have been in his (or his printer's) custody for one year provided that the advertiser or his agent has not given instructions to the contrary. Then the publisher may exercise his right without giving further notice to the advertiser.
13. The publisher cannot guarantee the position of any display advertisement. These advertisements will be placed as near as possible to the selected position as the page make-up permits.
14. The publisher reserves the right to charge interest at the rate of 1.5% per month, or part of a month, payable on demand in respect of any payments not made on or before the due date.
15. Cancellations or reductions to this order will only be accepted if notified in writing prior to the final copy date. Such cancellations will be subject to a charge related to the loss suffered, which will not be less than 25%.
16. Payment to the publisher is due in full upon receipt of the invoice.
17. SOPO Yearbook and the use of the information contained therein is subject to the licensed use conditions set by BiP Solutions Ltd.
18. The publisher cannot guarantee the publication of articles supplied. Feature articles will be printed at the publisher's discretion and may be subject to change or editing.