

Other Marketing Opportunities

MOD DCB Online –
www.contracts.mod.uk

Online advertising plays an integral role in the market chain. Through www.contracts.mod.uk, the official MOD procurement site, we can provide your organisation with a high-impact, cost-effective and long-term marketing platform 365 days of the year.

Contact

To discuss events/advertising opportunities, please contact our advertising team on
0845 270 7066

email
advertising@bipsolutions.com

or visit
www.bipsolutions.com



Advertising Specifications



Double Page Spread **£3200**

Bleed: (w) 426 mm x (h) 303 mm
Trim: (w) 420 mm x (h) 297 mm
Type: (w) 410 mm x (h) 287 mm
Please allow 6 mm gutter in centre of Advert

Full Page **£1750**

Bleed: (w) 216 mm x (h) 303 mm
Trim: (w) 210 mm x (h) 297 mm
Type: (w) 200 mm x (h) 287 mm

Half Page **£1000**

Landscape: (w) 190 mm x (h) 126 mm
Portrait: (w) 92 mm x (h) 258 mm

Quarter Page **£700**

Landscape: (w) 190 mm x (h) 60 mm
Portrait: (w) 92 mm x (h) 126 mm

Eighth Page **from £275**

Landscape: (w) 92 mm x (h) 60 mm

Series booking discounts are available as follows:

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

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

Loose Inserts

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

Online Advertising

Full Banner: 468 pixels x 60 pixels (165 mm x 21 mm)

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

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

Tel: **0845 270 7066** Email: advertising@bipsolutions.com

For information on advertising or to discuss exhibition opportunities, please contact the advertising/exhibitions team on **0845 270 7066**, email advertising@bipsolutions.com or visit www.bipsolutions.com

Software Specifications

Advertising can be accepted in any of the following software packages (both Mac and PC). (Please note that any images must have a minimum resolution of 300dpi (dots per inch)):

- Adobe Acrobat (high-resolution .pdf)
Embed all fonts
- QuarkXpress (.qxd)
and all associated images and font files
- Adobe Photoshop (.jpeg, .tif or .psd format)
- Adobe Illustrator (.eps)
Convert all text to paths

Advertisements can be received via:

- CD-Rom (post to BiP Solutions, Medius, 60 Pacific Quay, Glasgow G51 1DZ)
- Email (advertising@bipsolutions.com)

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

ADVERTISING SALES REPRESENTATIVE

advertisingteam@bipsolutions.com



DELIVERING EXCELLENCE THROUGH INNOVATION
GLASGOW ~ LONDON

Medius, 60 Pacific Quay
Glasgow G51 1DZ
T 0141 332 8247
F 0141 270 7690
E bip@bipsolutions.com
W www.bipsolutions.com



MINISTRY OF DEFENCE

DCB

Defence
Contracts
Bulletin

www.contracts.mod.uk



MEDIA INFORMATION | 2010



The Official Source of MOD Contract Opportunities

Overview

MOD Defence Contracts Bulletin (*MOD DCB*) stands alone as the UK MOD's sole, official contracts publication.

Every fortnight, *MOD DCB* examines different issues relating to all areas of MOD procurement and its £18 billion annual spend. The MOD marketplace is constantly evolving and *MOD DCB* has become instrumental in informing both buyers and

suppliers of changes to both practice and policy.

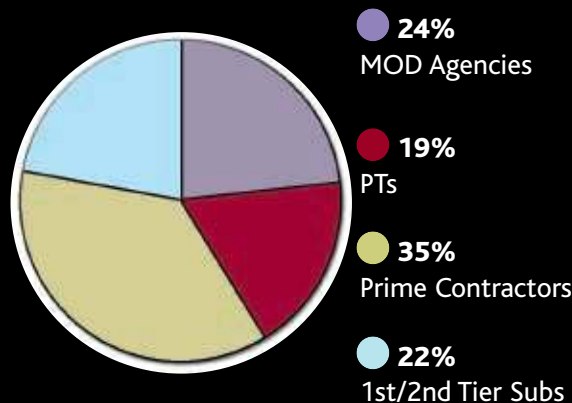
MOD DCB is an editorially led publication that not only examines current trends within the marketplace but also allows readers to keep abreast of all major contract information. *MOD DCB* also offers suppliers the perfect platform to highlight their products or services to the most influential purchasing personnel right across the tri-Service.



Readership

Recognised throughout the UK defence market, *MOD DCB* enjoys a circulation across the full defence procurement supply chain in the UK defence sector, including:

- MOD Agencies
- MOD Project Teams (PTs)
- Prime Contractors
- 1st and 2nd tier sub-contractors
- Lower tier suppliers



Industry background

- The UK MOD spends in excess of £18 billion a year on equipment and supplies.
- Over 25,000 contracts each year are needed to satisfy the MOD's requirements both at home and abroad to cater for 250,000 serving personnel.
- *MOD DCB* offers suppliers the most effective way of directly targeting those individuals responsible for all purchasing decisions within the defence market.

Why advertise within MOD DCB?

- *MOD DCB* helps you build brand awareness across the market.
- *MOD DCB* is the sole contracts publication within the UK defence market, widely respected as one of the primary sources of information for both buyers and suppliers.
- *MOD DCB* allows you to directly target those individuals who make the decisions in your area of the market. *DCB* offers you, the supplier, an effective platform to make sure you deliver your message to the people who count.

Features for 2010

- **JANUARY** Defence Training & Upskilling
- **FEBRUARY** Naval Procurement & Marine Technology including report from Service Ship Support Alliance DSS Event Preview
- **MARCH** (Feature Supplement) Innovation & Technology for the Defence Sector & Expanding Markets for SMEs incorporating: Defence Research 2010 Exhibition in conjunction with DTIC
- **APRIL** Counter Terror Expo (Official Preview)
- **MAY** ITEC Exhibition (Official Preview) – Powering the MOD
- **JUNE** Defence Communications Technology – Official DVD Exhibition Preview (plus distribution on site at DVD)
- **JULY** Farnborough International Air Show Preview (plus distribution on site at Farnborough)
- **AUGUST** MOTS & COTS for the Defence Sector
- **SEPTEMBER** Partnering For Success (Examining the continued drive toward partnership and collaborative procurement in the defence market)
- **OCTOBER** Defence Estates incorporating Sustainability
- **NOVEMBER** Security & Technology for the 21st Century
- **DECEMBER** DE&S – the Year Ahead



Conferences & Exhibitions

MOD DCB is also responsible for producing a series of defence procurement-related conferences and exhibitions over the course of the year. These events are designed to bring together buyers and suppliers in an environment conducive to developing good working relationships, and we are delighted to continue to work with a wealth of suppliers who, year in, year out, raise their profile by exhibiting at these events. Our events bring buyers and suppliers together under one roof, and are a must for those wishing to maximise their presence within the marketplace and make the most of the commercial opportunities on offer. Please see the links below to get up-to-date information on upcoming events.

www.modconference.co.uk

www.defenceresearch.co.uk

Alternatively, contact the advertising team directly on **0845 270 7066**

Online Solutions

Online www.contracts.mod.uk

Contact the advertising team to discuss the commercial opportunities available within the official MOD contracts website.

Defence eNewsletter –

Produced fortnightly, the Defence eNewsletter is sent to 7656 specifiers working within MOD Agencies, PTs, Prime Contractors and 1st and 2nd tier sub-contractors.

Through the *MOD DCB* portfolio, we can build your organisation a bespoke marketing campaign bringing together PR, on-the-page advertising and online promotion, exposing your products and services to key decision makers 365 days a year. To discuss your requirements or simply to find out more about our media portfolio, please call **0845 270 7066** or email advertising@bipsolutions.com

Defence Technology and Innovation Marketplace

The demand for new products and services is constant, creating a wealth of business opportunities for all manufacturers and service suppliers, from corporate multinationals to SMEs.

The Marketplace section of *MOD DCB* has been designed to provide companies of all sizes with a cost-effective arena to announce product launches or simply promote their expertise:

Package:

- Product image or company logo
- 100 words text (company or product overview)
- Contained within an eighth of page advert in the Marketplace section



Each member of our *MOD DCB* sales team goes through a continuous training programme to enable them to fully understand the changing demands of the defence procurement market. This knowledge enables them to work with clients to create marketing campaigns which meet objectives and cater for all budgets.

To discuss your objectives, please call **0845 270 7066** or email advertising@bipsolutions.com

Published by

