

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 Rates

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 by the following methods:

- DVD/CD-ROM (mailed to the address below)
- Email (advertising@bipsolutions.com)

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

- High Resolution .pdf file
- Quark Xpress (please include all associated files)
- Adobe Illustrator (.ai, .eps)
- Adobe Photoshop (.jpg, .tif, .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




DISPLAY ADVERTISEMENTS

 **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** 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: 0845 270 7066 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.

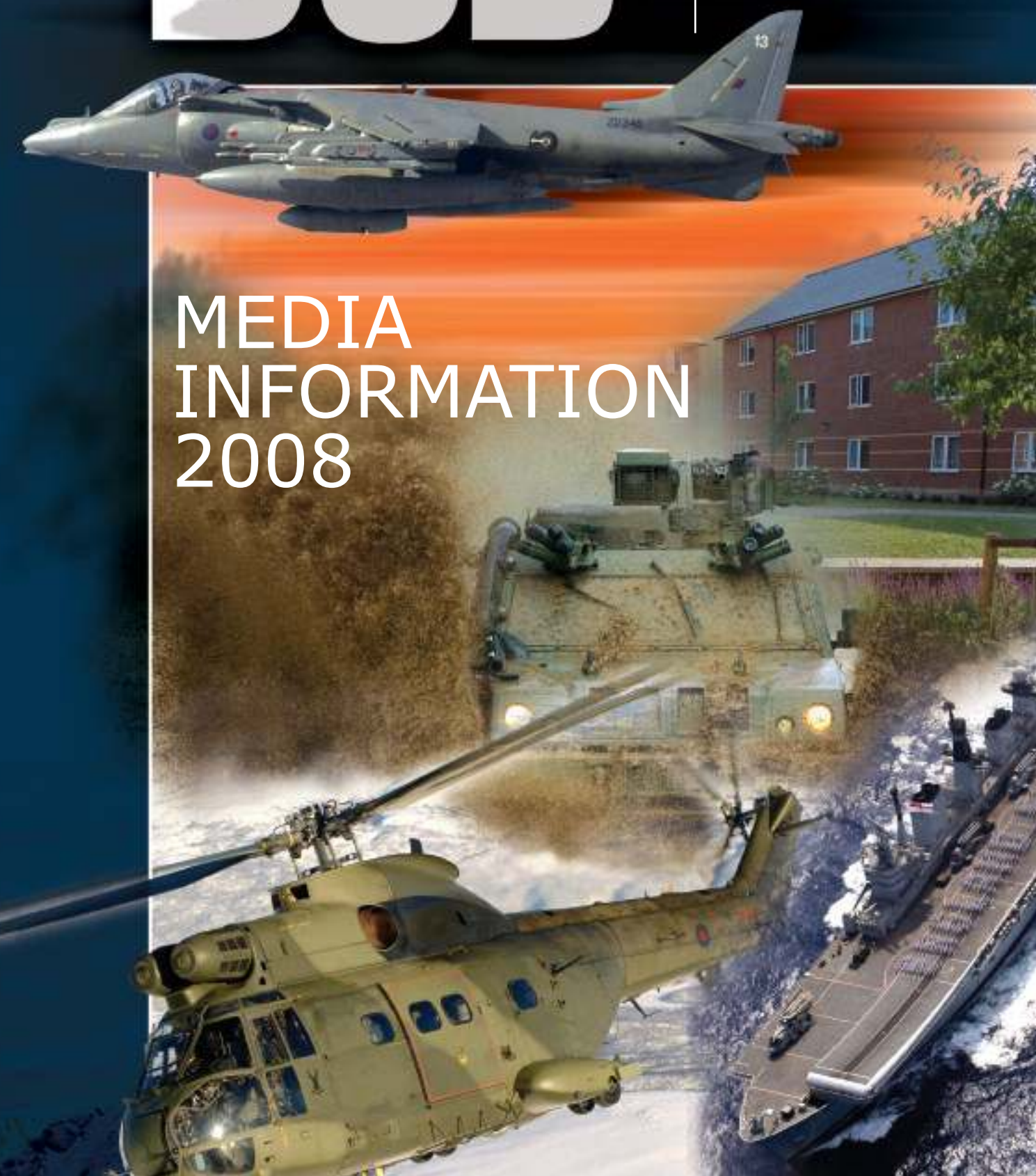
Weight	Rate	Weight	Rate
Up to 20g	£1400	61g to 80g	£2300
21g to 40g	£1700	81g to 100g	£2600
41g to 60g	£2000	101g to 120g	£2900

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.



About MoD Defence Contracts Bulletin

MoD Defence Contracts Bulletin (MoD DCB) is an official journal of the UK MoD and commands an authoritative position as the definitive guide to the UK tri-Services defence sector.

Every fortnight subscribers to MoD DCB benefit from news analysis, in-depth feature reports

and incisive commentary on this evolving market in conjunction with product and service reports. As the MoD's own publication, MoD DCB also contains contract notice information, ensuring that all potential suppliers are aware of the commercial opportunities available to them. MoD DCB is also available online at www.contracts.mod.uk

- Read by MoD Agencies/IPTs, Prime Contractors and 1st & 2nd tier sub-contractors
- The official MoD contracts publication
- MoD DCB continues to increase its market share, cementing its position as the leading defence business title
- MoD DCB offers a unique marketing platform across the tri-Services

“MoD Defence Contracts Bulletin has proved to be an excellent vehicle for raising our profile within the UK defence community. We are very pleased with the response we have received.”

DOUG MERCER, PRODUCT MARKETING MANAGER AT CONNECTOR DISTRIBUTOR PEI-GENESIS UK LTD

Readership within



Prime Contractors readership includes:

BAE SYSTEMS • QINETIQ • ROLLS-ROYCE • AMEC • ATKINS
THALES • LOCKHEED MARTIN

“MoD DCB is a valuable source of information about MoD equipment programmes. It allows me to keep up to date with what's happening in defence procurement across all three Services – information I can't easily find elsewhere. I enjoy reading MoD DCB for the insight it provides, allowing its readers an in-depth look at the major issues affecting defence procurement in the 21st century.”

BILL EVANS, MoD TYPHOON INTEGRATED PROJECT TEAM, DEFENCE EQUIPMENT AND SUPPORT

Readership Profile

As the MoD's official contracts publication MoD DCB is regarded as the essential read for buyers and suppliers working across this sector. Reaching real decision makers and opinion formers it offers a direct route to market for companies wishing to maximise market share.

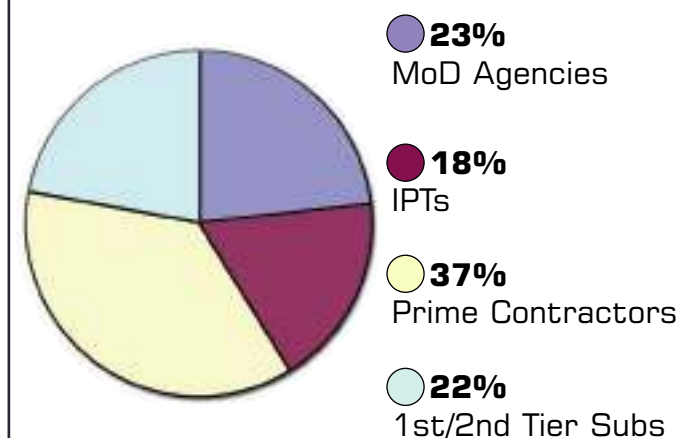
- Defence policy makers
- Procurement and commercial professionals working within MoD Agencies including DE&S, DTMA & Defence Estates
- Integrated Project Team (IPT) personnel
- Contract and procurement advisors across the Prime Contractor market
- 1st & 2nd tier sub-contractors

Why Advertise within MoD DCB?

The specification requirements of the MoD and Prime Contractor market are constantly changing, increasing the need to identify new potential suppliers on a daily basis. MoD DCB continues to develop its position as the essential marketing platform for this sector.

- Independent commentary from key personnel across the defence sector
- Association with the MoD's official contracts publication
- Exposure to all key decision makers within the MoD and Prime Contractor market
- Direct access to an £18 billion marketplace

Circulation

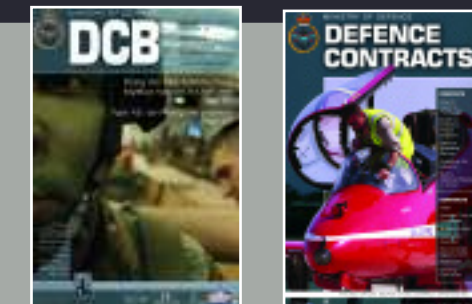


Editorial Feature Schedule for 2008-09

10 September	Sustainability & Green Procurement
24 September	SMEs & their Role in Defence – External Supplement
08 October	Defence ICT Procurement
22 October	Non-feature
05 November	Logistics, Packaging & RFID
19 November	MOTS & COTS (Military-off-the-Shelf & Commercial-off-the-Shelf Equipment)
03 December	Review of 2008
17 December	Non-feature

NOW WITH 2009 FEATURE INFORMATION

January	DE&S – Two Years On
February	Homeland Security / Terror Expo Official Preview
March	Deployable Buildings / Emergency Shelters
April	Naval Procurement and Defence Training Supplement
May	Powering the MoD
June	DVD Event Show Guide



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

From
£275

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