

### Other Marketing Opportunities

MOD DCB Online –  
[www.contracts.mod.uk](http://www.contracts.mod.uk)

Online advertising plays an integral role in the market chain. Through [www.contracts.mod.uk](http://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](mailto:advertising@bipsolutions.com)

or visit  
[www.bipsolutions.com](http://www.bipsolutions.com)



Published by



### 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.

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

Tel: **0845 270 7066** Email: [advertising@bipsolutions.com](mailto:advertising@bipsolutions.com)

For information on advertising or to discuss exhibition opportunities please contact the advertising/events team on **0845 270 7066**, email [advertising@bipsolutions.com](mailto:advertising@bipsolutions.com) or visit [www.bipsolutions.com](http://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)
- QuarkXpress (.qxd) and all associated files
- Adobe Photoshop (.jpeg or .tif)
- Adobe Illustrator (.eps) Convert all text to paths

Advertisements can be received on:

- CD-Rom (post to BiP Solutions, Park House, 300 Glasgow Road, Shawfield, Glasgow G73 1SQ)
- Email ([advertising@bipsolutions.com](mailto:advertising@bipsolutions.com))

Please supply a hard copy of your advertisement with your artwork or fax it to **0141 331 2652**

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](mailto:advertisingteam@bipsolutions.com)

Park House, 300 Glasgow Road  
Shawfield, Glasgow G73 1SQ  
T 0141 332 8247  
F 0141 331 2792  
W [www.bipsolutions.com](http://www.bipsolutions.com)  
E [bip@bipsolutions.com](mailto:bip@bipsolutions.com)

FACILITATING BUSINESS WITH GOVERNMENT  
GLASGOW – LONDON



# MEDIA INFORMATION 2009



## Overview

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

Representing the entire tri-Services market, *MOD DCB* continues to lead in the provision of information relating to all aspects of defence procurement within the UK. Published fortnightly, it informs and debates the key issues impacting upon procurement policies across this rapidly expanding and evolving market.

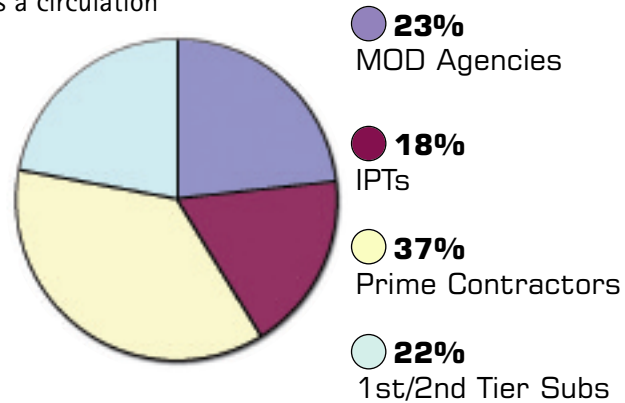
*MOD DCB* is able to react in line with changes to procurement strategies within the defence market. Accordingly, the editorial content is time-relevant and bold in its addressing of key procurement issues, blending up-to-the-minute news with incisive commentary on major contracts.



## Readership

Recognised throughout the UK defence market, *MOD DCB* enjoys a circulation across the full defence procurement supply chain.

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



## Industry background

- The UK MOD spends in excess of £16 billion a year on the procurement of the goods and services required to equip a modern-day defence force.
- The MOD places on average over 25,000 contracts each year in order to satisfy the requirements of its worldwide operations and the needs of its 250,000 Service personnel.
- *MOD DCB* provides a unique gateway for organisations wishing to promote their capabilities to the MOD, the single largest customer of UK industry.

## Why advertise within MOD DCB?

- *MOD DCB* is the ideal mechanism to build brand awareness among buyers working across the UK defence market.
- As the sole, official MOD publication, *MOD DCB* is well regarded throughout the sector.
- By advertising within *MOD DCB* you are guaranteed to reach the industry's key decision makers, ensuring that your organisation maximises market share in your area of expertise.

## Features for 2009

- |                   |   |                    |   |
|-------------------|---|--------------------|---|
| ■ <b>January</b>  | DE&S – Two Years On                               | ■ <b>July</b>      | Defence Estates and Facilities Management         |
| ■ <b>February</b> | Homeland Security / Terror Expo Preview           | ■ <b>August</b>    | SMEs Special Supplement                           |
| ■ <b>March</b>    | Deployable Buildings / Emergency Shelters         | ■ <b>September</b> | DSEi – Event Issue                                |
| ■ <b>April</b>    | Naval Procurement and Defence Training Supplement | ■ <b>October</b>   | ICT in Defence                                    |
| ■ <b>May</b>      | Powering the MOD                                  | ■ <b>November</b>  | SC21 (Supply Chain 21) and Defence Spend Analysis |
| ■ <b>June</b>     | DVD Event Show Guide                              | ■ <b>December</b>  | Sustainable Defence Procurement                   |



## 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 are visible at these events by means of exhibiting.

[www.modconference.co.uk](http://www.modconference.co.uk)

[www.bipsolutions.com/events](http://www.bipsolutions.com/events)

Or contact the advertising team directly on **0845 270 7066**

## Online Solutions

Online [www.contracts.mod.uk](http://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, IPTs, 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 of the 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](mailto:advertising@bipsolutions.com)

## 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  
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