

## 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)



## 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

## 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 print-ready .pdf)  
Embed all fonts

Adobe Illustrator (.eps)  
Please Convert all text to paths

Adobe Photoshop (.jpeg, .tif or .psd format)

QuarkXpress (.qxd)  
and all associated images and font files

Advertisements can be received via:

CD-Rom (post to BiP Solutions, Medius,  
60 Pacific Quay, Glasgow G51 1DZ)

Memory Sticks (to address below)

Email ([advertising@bipsolutions.com](mailto: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](mailto:advertisingteam@bipsolutions.com)



DELIVERING EXCELLENCE THROUGH INNOVATION  
GLASGOW ~ LONDON

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F 0141 270 7690  
E [bip@bipsolutions.com](mailto:bip@bipsolutions.com)  
W [www.bipsolutions.com](http://www.bipsolutions.com)

## 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](mailto: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](mailto:advertising@bipsolutions.com) or visit [www.bipsolutions.com](http://www.bipsolutions.com)



# MEDIA INFORMATION | 2011

## Overview

**M**OD Defence Contracts Bulletin (*MOD DCB*) is the UK MOD's sole, official contracts publication.

Now more than ever, MOD and Prime Contractor buyers will be relying upon 1st and 2nd tier suppliers to deliver a cost-effective solution to all their needs. They will now demand that suppliers come up with new and innovative answers to what are often very complex buying needs.

Each fortnight, *MOD DCB* examines issues that are pertinent to all aspects of MOD procurement, giving suppliers the perfect platform to target those charged

with cutting costs while improving quality in all areas within the MOD. Buyers must now harness the wealth of expertise within the supplier market and strive to obtain the best end-to-end solutions.

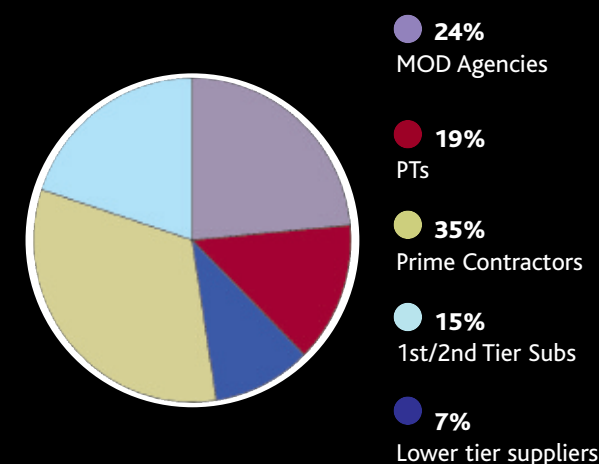
*MOD DCB* is an editorially led publication that not only examines current trends within the marketplace but also allows readers to keep abreast of all major contract information. *MOD DCB* also offers suppliers the perfect platform to promote their products or services to the most influential purchasing 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, including;

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



## Industry background

- The UK MOD has an external spend of around £16 billion a year on equipment and supplies.
- Over 25,000 contracts are needed each year 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.
- We are the sole, official UK MOD contracts publication, widely respected as one of the primary sources of defence market information for both buyers and suppliers.
- *MOD DCB* allows you to directly target those individuals who make the decisions in your market area. *MOD DCB* offers you, the supplier, an effective platform to make sure you deliver your message to the people who count.

## Features for 2011

- **JANUARY** Unmanned Vehicles – Air, Land and Sea
- **FEBRUARY** Naval Procurement & Marine Technology
- **MARCH** Innovation & Technology for the Defence Sector inc The Role of SMEs in Innovation
- **APRIL** Counter Terror Expo (Official Event Preview)  
MOTS & COTS for the Defence Sector
- **MAY** Powering the MOD – inc Dismounted Soldier Programme
- **JUNE** Defence Communications Technology  
**TBC** Official DVD Exhibition Preview (plus distribution on site at DVD)
- **JULY** Framework Agreement of Technical Support (FATS)
- **AUGUST** Partnering – The Key to Success
- **SEPTEMBER** DSEi Official Exhibition Preview (plus distribution on site at show)
- **OCTOBER** Equipping the troops for overseas deployment (inc temporary buildings/shelters)
- **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 buyers and suppliers together 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. By bringing buyers and suppliers together under one roof, our events are a must for those wishing to maximise their presence within the defence marketplace and make the most of the commercial opportunities on offer.

Please see the links below to get up-to-date information on forthcoming events:

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

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

Alternatively, 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, PTs, Prime Contractors and 1st and 2nd tier sub-contractors.

Through the *MOD DCB* portfolio, we can build a bespoke marketing campaign for your organisation bringing together PR, on-the-page advertising and online promotion, exposing your products and services to key defence 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](mailto:advertising@bipsolutions.com)

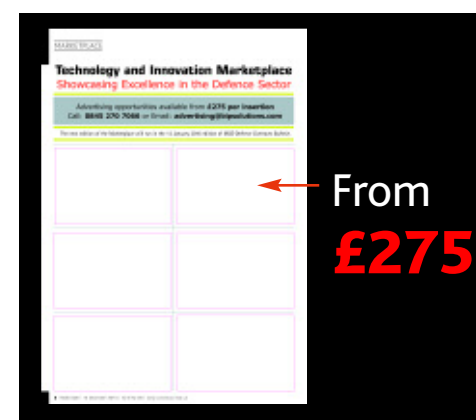
## Defence Technology and Innovation Marketplace

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



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](mailto:advertising@bipsolutions.com)

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