

JOURNAL OF THE PHILADELPHIA COUNTY DENTAL SOCIETY

One Independence Place – 241 South 6th Street #C 3101 – Philadelphia, PA 19106-3797

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The **JOURNAL** is published four (4) times per year – July/August/September; October/November/December; January/February/March; and April/May/June

Classified Ads \$50.00 FOR 50 WORDS OR LESS. 75¢ for each additional word. Box numbers are available at an additional charge of \$7.00 per ad, per insertion. Copy must be typed or printed legibly and submitted to the Society no later than the **first of the month preceding publication (i.e., June 1 for July/August/September issue, etc.)**. NONMEMBERS AND FIRST-TIME ADVERTISERS MUST PAY IN ADVANCE.

Display Ads	Price per insertion	Camera Ready (.pdf file required) Size (Live area)**
Inside Cover (front or back)	\$ 400.00	7 1/4 x 9 5/8
Page 2	\$ 400.00	7 1/4 x 9 5/8
Center Spread (2 page spread)	\$ 875.00	14 1/2 x 9 5/8
Full Page	\$ 380.00	7 1/4 x 9 5/8
Outside Back Cover	\$ 380.00	7 1/4 x 6 1/2
Two-Thirds Page	\$ 315.00	7 1/4 x 6 1/2
Half Page (horizontal)	\$ 300.00	7 1/4 x 4 3/4
(vertical)	\$ 300.00	3 5/8 x 9 5/8
One-Third page	\$ 210.00	7 1/4 x 3 1/4
Quarter Page (horizontal)	\$ 175.00	7 1/4 x 2 1/4
(vertical)	\$ 175.00	3 1/4 x 4 3/4
Eighth Page	\$ 110.00	7 1/4 x 1 1/8

Discount 15% discount permitted to ADVERTISING AGENCIES ONLY submitting display ads on behalf of their clients. No cash discount.

Payment Payment is preferred at time of insertion. **First time advertisers and nonmembers must pay in advance for all advertisements.** There is a one-time set-up charge for any typesetting the Society must accomplish (including tag lines, etc.). This fee is in addition to the addition to the insertion rate/s above, and no proofs will be sent for approval. All copy is subject to editorial review prior to approval for publication. A copy of the Society's advertising standards is available upon request.

Copy Space reservations should be made two (2) months in advance. Camera-ready copy must be received at the Philadelphia County Dental Society no later than the **first of the month preceding publication (i.e., June 1 for July/August/September issue, etc.)**

Bleed Screen – 120 to 150; \$75 extra charge per page, per insertion.

Color One additional color (Journal's choice) is available for display ads only; \$100 extra charge per ad, per insertion. Full color for inside front and inside back covers – call us for availability and quote.

Trim Size 8 1/2" x 11"

** These dimensions are exact limits for specified ad sizes and may not be exceeded. Copy exceeding stated size will be published at the appropriate next larger size (at the rate of the larger ad size) or it may be published in a reduced format to fit the specified size. These decisions will be made at the sole discretion of the editor; and advertiser, by submitting an insertion order and/or an advertisement, agrees to abide by this contingency.

The **JOURNAL** is printed by photo offset. Sample copy available upon request. Circulation: 1100.
Rates effective January 2011 – subject to change at any time.

INSERTION ORDER 2011

Year

Date: _____ Issues/s: ___ Jan/Feb/Mar _____

Advertiser: _____ ___ Apr/May/June _____

Art Enclosed: ___ Yes ___ No; will arrive _____ ___ July/Aug/Sept _____

Return Artwork: ___ Yes ___ No _____ ___ Oct/Nov/Dec _____

Instructions for Insertion:

Use last issue's copy: ___ Yes ___ No ___ Payment Enclosed ___ Send Invoice

Ad size: _____ Ad Title: _____

Person to contact regarding advertisement: _____

Address _____

City/State/Zip _____

Telephone Number _____ Fax Number _____

Send invoice to: _____

Method of Payment: ___ check ___ Visa ___ MasterCard ___ Amer. Exp ___ Discover

Card Number _____ Exp. Date ___/___/___

Authorized Signature: _____ Title: _____

***Mail to PHILADELPHIA COUNTY DENTAL SOCIETY,
One Independence Place – 241 South 6th Street #C 3101 – Philadelphia, PA 19106-3797***

All advertisement material (Insertion Order & copy) must be received by the Philadelphia County Dental Society no later than the first of the month **preceding** publication (i.e., June 1, is the deadline for July/August/September issue). All copy is subject to editorial review and approval for publication. No exceptions will be made.

NON-MEMBERS & FIRST TIME ADVERTISERS MUST PAY IN ADVANCE.