

2010 Advertising Rates

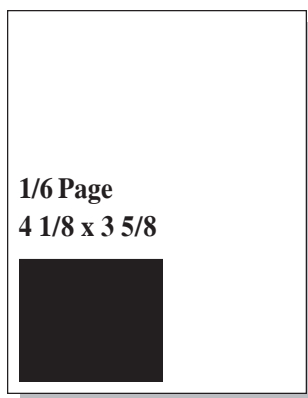
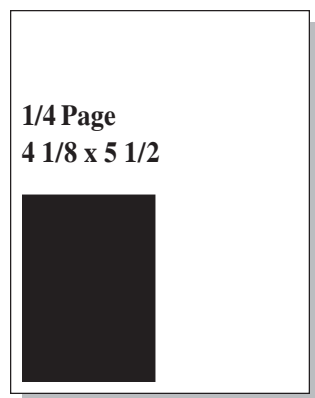
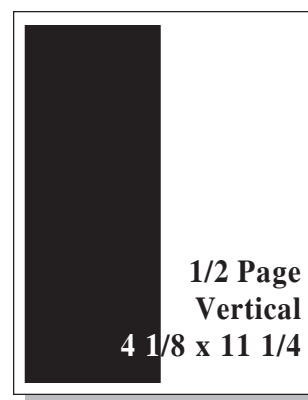
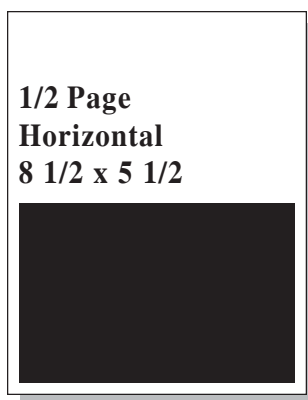
Black and white advertising rates per insertion...

	1x	3x	6x
Full page	405	345	300
1/2 page	210	185	170
1/4 page	170	150	130
1/6 page	155	135	120

Color advertising rates per insertion...

	1x	3x	6x
Full page	1,405	1,245	995
1/2 page	710	585	470
1/4 page	570	450	330
1/6 page	455	335	300

Rates are subject to increases annually, beginning with the January issue.



Special Position

Cover space is sold on a one-year non-cancelable contract for six issues.

Inside back cover	Add 15 percent
Back cover	Add 20 percent
Special position	Add 15 percent
Bleeds	No bleeds
Inserts	Call for quote

Ad Dimensions

Full page	8 1/2 x 11 1/4
1/2 page horizontal	8 1/2 x 5 1/2
1/2 page vertical	4 1/8 x 11 1/4
1/4 page	4 1/8 x 5 1/2
1/6 page	4 1/8 x 3 5/8

Specifications

Black and White: Offset negative film, right reading emulsion side down and proof or camera ready artwork. There will be a \$50 minimum charge for any preparation work or changes made to an ad. 150-line screen is preferred, 133-line screen is acceptable.

Color: For four-color ads, supply four-piece composite film, right reading emulsion side down. Four-color separations must be supplied with chromalin, color key or progressive proofs. Preparation of four-color separations will be billed at cost to advertiser. 150-line screen.

Artwork on Disk: A disk, in PC or Mac format, is also acceptable when accompanied by a black and white laser copy or other color proof. Accompanying lasers and/or proofs should be true-to-size and show any color or screened areas as accurately as possible.

E-mailed artwork: PDF format is preferred. In certain instances, it may be necessary to send a laser proof, as well. Artwork may be e-mailed to Melissa Nathanson at melissa@kyda.org.

Special Position

Cover space is sold on a one-year non-cancelable contract for six issues.

Inside back cover	Add 15 percent.
Back cover	Add 20 percent.
Special position	Add 15 percent.
Bleeds	No bleeds.
Inserts	Call for quote.

Layout and Design Services

Layout and design services are available at an industry-standard hourly rate. Text and artwork must be supplied. It is the advertiser's responsibility to proof such ads. Any required or requested change to an ad will be billed at cost to the advertiser. It is understood that previous copy will be run if new copy is not in by closing date.

K D A TODAY

Mechanical Specifications:

Printing process: offset printing

Binding: Saddle-stitched

Trim Size: 9 x 12

Bleed: No Bleeds

150-line screen is preferred/133-line screen is acceptable

2010 Closing Dates:

January/February: December 1, 2009

March/April: February 2, 2010

May/June: April 6, 2010

July/August: June 1, 2010

September/October: August 3, 2010

November/December: October 5, 2010

Special Issues:

January/February: Annual Meeting issue

Billing: Invoices and tear sheets will be mailed within two weeks following publication. First-time advertisers must send full remittance with their ad copy. Contract advertisers will be billed upon publication during the second billing period.

Past Due: A carrying charge of 1.5 percent per month will be imposed on all advertising invoices not paid within 30 days.

Commission: A standard commission of 15 percent will be allowed to recognized advertising agencies if paid within 30 days of invoice date. No cash discounts will be given.

Cancellations: Neither the advertiser nor its advertising agency may cancel an insertion after the closing date.

Circulation: *KDA TODAY* is distributed to 1,650 active KDA member dentists, 450 dental students and to others in the dental profession. Additional copies are circulated nationwide. Total circulation is about 2,200.

K D A

TODAY

Conditions: *KDA TODAY* reserves the right to reject any advertising which is deemed unacceptable, either because of objectionable material or inconsistency with the publication's general editorial and advertising policies. The publication shall have the right to hold advertisers and/or its agency jointly and severally liable for such monies as are due and payable to the publication in which advertising was published, for advertising which the advertiser or its agent ordered.

Subscriptions: Subscription is provided as part of Kentucky Dental Association membership. The subscription rate for non-members in the U.S. is \$50. Foreign subscription rate is \$70.

Delivery: All ads should be mailed to Melissa Nathanson, Director of Communications. All payments should be sent to *KDA TODAY*, Kentucky Dental Association, 1920 Nelson Miller Parkway, Louisville, KY 40223-2164. E-mailed ads should be sent to melissa@kyda.org.

Classified Advertising: \$45.00 for 30 words or less. Each additional word is .50. Advance payment must accompany advertisement. Please make checks payable to the Kentucky Dental Association. Closing dates for classified ads are the same as publication deadlines.

Disclaimer: It is agreed that the advertising contract may be canceled by either party by 30-day notice in writing. However, should the advertiser cancel this contract before the terms herein have been fulfilled, the advertiser agrees to pay the short rate (one-time rate) for the space used. All advertisements are subject to editorial supervision by the editor and action of the Kentucky Dental Association. The editor reserves the right to reject at all times any material deemed unsuitable for *KDA TODAY*.

Editor

Dr. John Thompson
Suite 100
3070 Harrodsburg Rd.
Lexington, KY 40503-2764

Associate Editor

Melissa Nathanson
Director of Communications
1920 Nelson Miller Parkway
Louisville, KY 40223-2164
Phone: 502-489-9121
Fax: 502-489-9124
melissa@kyda.org

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TODAY

2011 Production Schedule

January/February 2011

Deadline: Tuesday, November 30, 2010

Annual Meeting Issue

March/April 2011

Deadline: Tuesday, February 1, 2011

May/June 2011

Deadline: Tuesday, April 5, 2011

July/August 2011

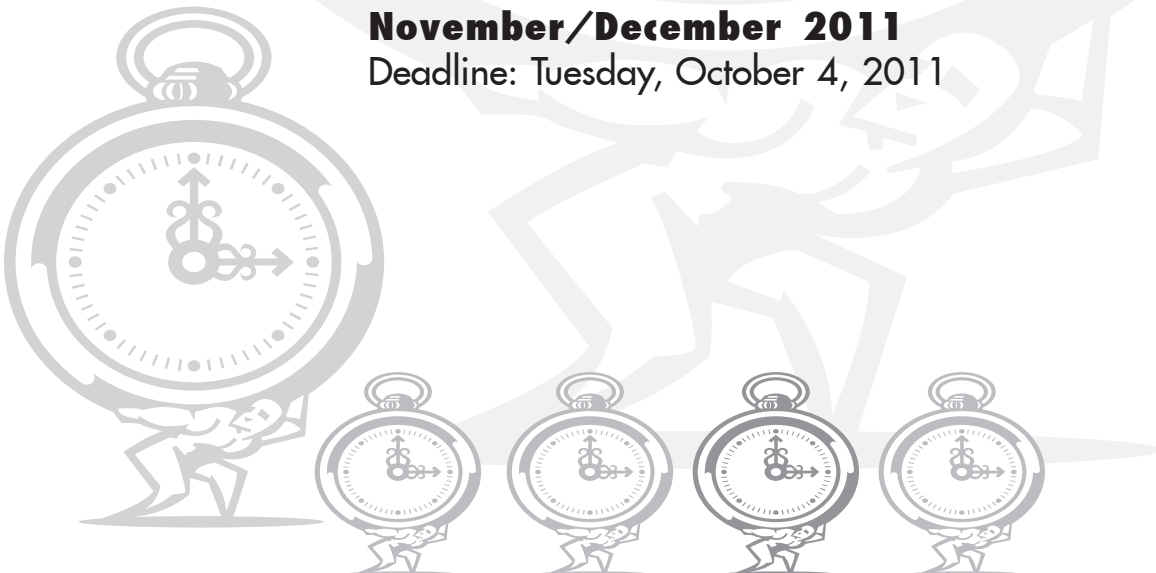
Deadline: Tuesday, May 31, 2011

September/October 2011

Deadline: Tuesday, August 2, 2011

November/December 2011

Deadline: Tuesday, October 4, 2011



2010 Production Schedule

January/February 2010

Deadline: Tuesday, December 1, 2009

Annual Meeting Issue

March/April 2010

Deadline: Tuesday, February 2, 2010

May/June 2010

Deadline: Tuesday, April 6, 2010

July/August 2010

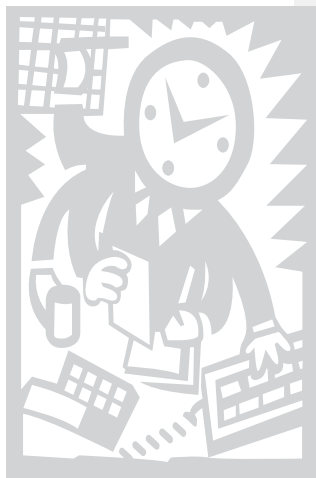
Deadline: Tuesday, June 1, 2010

September/October 2010

Deadline: Tuesday, August 3, 2010

November/December 2010

Deadline: Tuesday, October 5, 2010





2010 Advertising Contract

Advertiser: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact: _____ Telephone: _____

Agency (if applicable): _____

Address: _____

City: _____ State: _____ Zip: _____

Contact: _____ Telephone: _____

Billing instructions: _____

Ad placement: (check appropriate boxes below):

Black and white Color

Size: Full Page Half Page Horizontal Half Page Vertical 1/4 Page 1/6 Page

Special placement: (Must have a one-year contract for cover) Inside back cover Back cover Other _____

Artwork: Enclosed Will be sent on: _____

Insert in: January/February ____ March/April ____ May/June ____
 July/August ____ September/October ____ November/December ____

Advertising rates:

Please refer to rate sheet for special position charges.

Black & White	1x	3x	6x	Color	1X	3X	6X
Full Page	405	345	300		1405	1245	995
1/2 page	210	185	170		710	585	470
1/4 page	170	150	130		570	450	330
1/6 page	155	135	120		455	335	300

Please bill me for the ____ x advertising rate . (Black & White ____.) (Color ____.) The KDA must have a signed contract on file for all advertising space and rates. First-time advertisers must send full remittance with their ad copy. Contract advertisers will be billed upon publication during the second billing period.

The six-time contract period generally begins with the January/February issue and terminates with the November/December issue. Advertising rates and contracts initiated after January are subject to rate increases annually, beginning with the January issue.

It is agreed that this contract may be canceled by either party by 30-day notice in writing. However, should the advertiser cancel this contract before the terms herein have been fulfilled, the advertiser agrees to pay the short rate (one-time rate) for the space used. It is further agreed that *KDA TODAY* will use the advertiser's last copy for the next scheduled ad unless new ad copy is received by the closing date for each issue. Insertion orders specifying copy and advertising instructions are requested for each advertisement placed. All advertisements are subject to editorial supervision by the Editor and action of the Kentucky Dental Association. The editor reserves the right to reject at all times any material deemed unsuitable for *KDA TODAY*.

Please sign and return this form to *KDA TODAY*, the Kentucky Dental Association, 1920 Nelson Miller Parkway, Louisville, KY 40223-2164.

Advertiser/Agency: _____ Date: _____

KDA Advertising Manager: _____ Date: _____