

## 2013 Advertising Rates

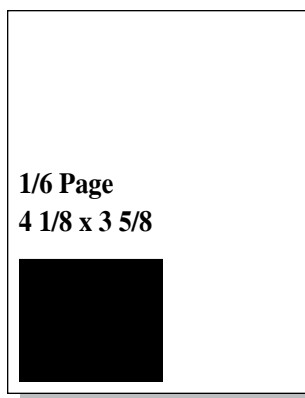
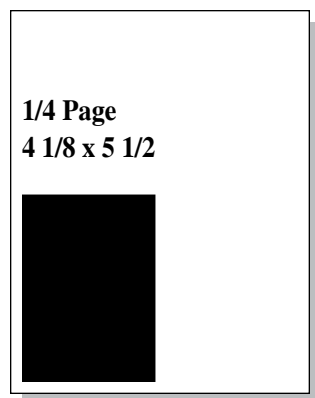
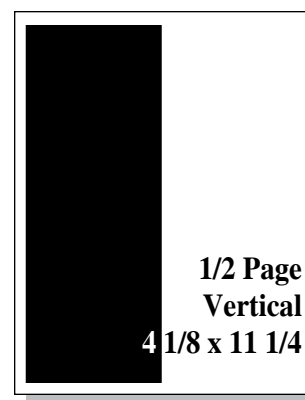
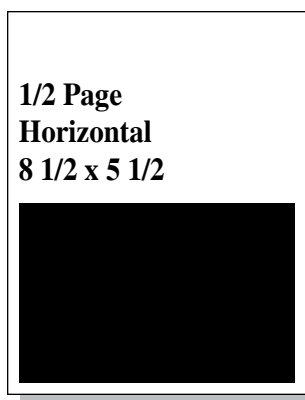
*Black and white advertising rates per insertion...*

	<b>1x</b>	<b>3x</b>	<b>6x</b>
<b>Full page</b>	425	360	315
<b>1/2 page</b>	220	195	175
<b>1/4 page</b>	175	155	135
<b>1/6 page</b>	160	140	125

*Color advertising rates per insertion...*

	<b>1x</b>	<b>3x</b>	<b>6x</b>
<b>Full page</b>	1,475	1,305	1040
<b>1/2 page</b>	745	615	490
<b>1/4 page</b>	595	470	345
<b>1/6 page</b>	475	350	315

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

**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](mailto:melissa@kyda.org).

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

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.



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  
Print/High Resolution/300 DPI is preferred/72 DPI is not acceptable for print purposes

2013 Closing Dates:

January/February: December 4, 2012  
March/April: February 5, 2013  
May/June: April 2, 2013  
July/August: June 4, 2013  
September/October: August 6, 2013  
November/December: October 1, 2013

Special Issues:

November/December: 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 1,500 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.

**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](mailto:melissa@kyda.org).

**Classified Advertising:** \$47.00 for 30 words or less. Each additional word is .50. Advance payment must accompany advertisement. Please make checks payable to the Kentucky Dental Association. You may also pay with Visa or MasterCard. 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](mailto:melissa@kyda.org)

## 2013 Production Schedule

### January/February 2013

Deadline: Tuesday, December 4, 2012

### March/April 2013

Deadline: Tuesday, February 5, 2013

### May/June 2013

Deadline: Tuesday, April 2, 2013

### July/August 2013

Deadline: Tuesday, June 4, 2013

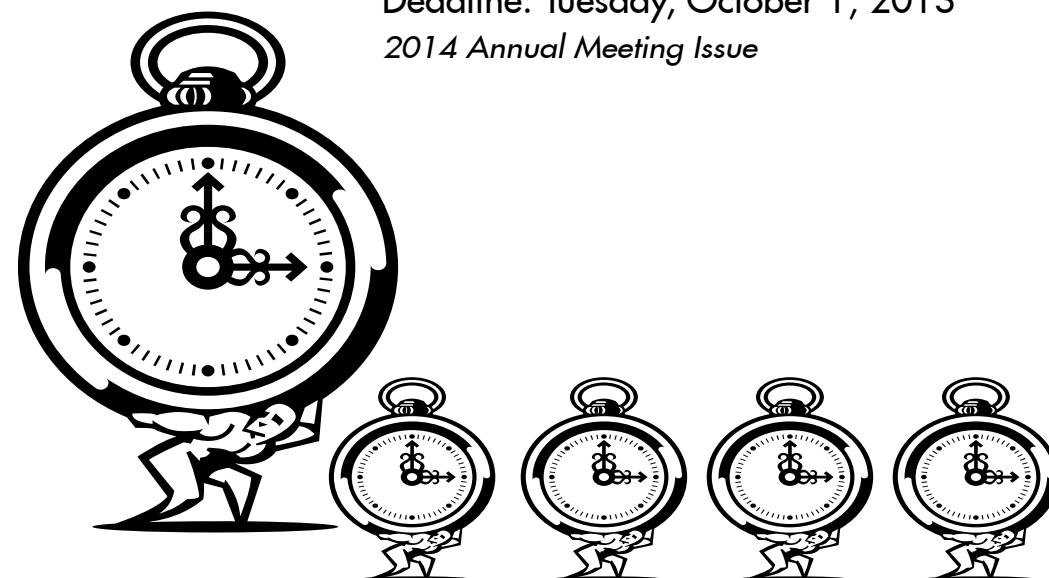
### September/October 2013

Deadline: Tuesday, August 6, 2013

### November/December 2013

Deadline: Tuesday, October 1, 2013

*2014 Annual Meeting Issue*





2014 Production Schedule

January/February 2014  
Deadline: Tuesday, December 1, 2013

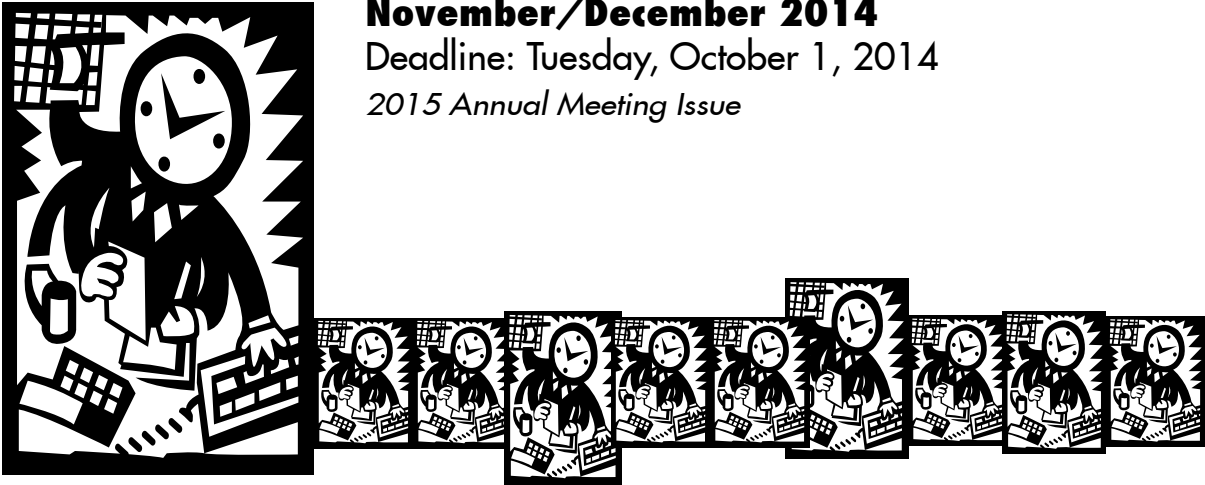
March/April 2014  
Deadline: Tuesday, February 1, 2014

May/June 2014  
Deadline: Tuesday, April 1, 2014

July/August 2014  
Deadline: Tuesday, June 1, 2014

September/October 2014  
Deadline: Tuesday, August 1, 2014

November/December 2014  
Deadline: Tuesday, October 1, 2014  
2015 Annual Meeting Issue



2013 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	425	360	315		1,475	1,305	1040
1/2 page	220	195	175		745	615	490
1/4 page	175	155	135		595	470	345
1/6 page	160	140	125		475	350	315

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: \_\_\_\_\_