

2014 Advertising Rates

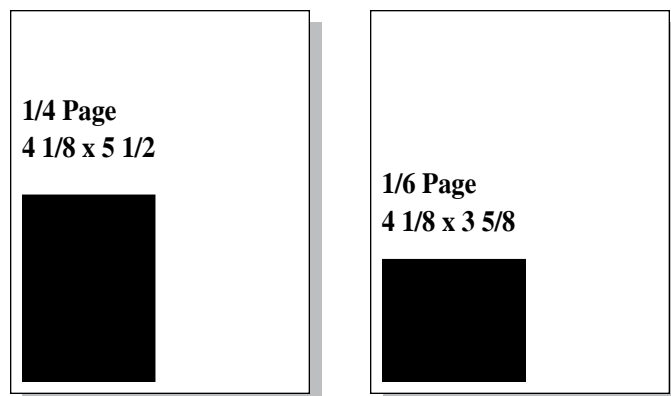
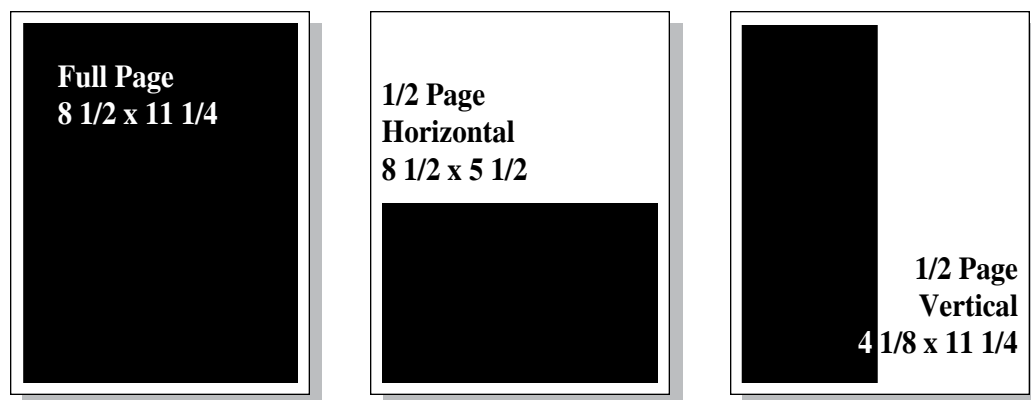
Black and white advertising rates per insertion...

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

Color advertising rates per insertion...

	1x	3x	6x
Full page	1,475	1,305	1040
1/2 page	745	615	490
1/4 page	595	470	345
1/6 page	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.

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

2014 Closing Dates:

January/February: December 3, 2013

March/April: February 4, 2014

May/June: April 1, 2014

July/August: June 3, 2014

September/October: August 5, 2014

November/December: October 7, 2014

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.

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: \$47.00 for 30 words or less. Each additional word is .50. What to box your ad? Add \$5. What to include your color logo? Add \$5. 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



2014 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: _____

K D A

TODAY

2014 Production Schedule

January/February 2014

Deadline: Tuesday, December 3, 2013

March/April 2014

Deadline: Tuesday, February 4, 2014

May/June 2014

Deadline: Tuesday, April 1, 2014

July/August 2014

Deadline: Tuesday, June 3, 2014

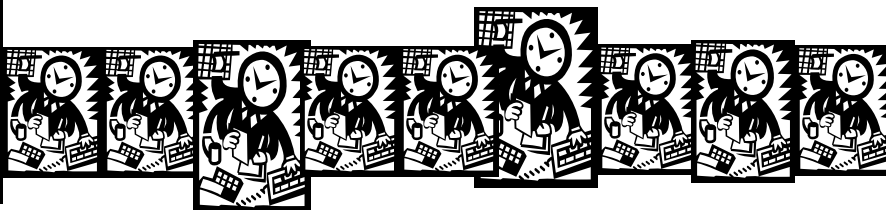
September/October 2014

Deadline: Tuesday, August 5, 2014

November/December 2014

Deadline: Tuesday, October 7, 2014

2015 Annual Meeting Issue



2015 Production Schedule

January/February 2015

Deadline: Tuesday, December 2, 2014

March/April 2015

Deadline: Tuesday, February 3, 2015

May/June 2015

Deadline: Tuesday, April 7, 2015

July/August 2015

Deadline: Tuesday, June 2, 2015

September/October 2015

Deadline: Tuesday, August 4, 2015

November/December 2015

Deadline: Tuesday, October 6, 2015

2016 Annual Meeting Issue

