# INDIANA DENTAL ASSOCIATION

*Advertising Opportunities*

# JOURNAL INDIANA DENTAL ASSOCIATION

The IDA is proud to represent 83 percent of dentists in Indiana, all of whom receive this publication. The *Journal Indiana Dental Association* (*JIDA*) is a quarterly publication that features clinical, human-interest, and patient-oriented articles.

## CLOSING DATES

| ISSUE | CLOSING DATE |
|---|---|
| Fall 2013 | September 1, 2013 |
| Winter 2014 | December 1, 2013 |
| Spring 2014 | March 1, 2014 |
| Summer 2014 | May 15, 2014 |

## DETAILS

| | |
|---|---|
| Printed | Offset |
| Color | Four-color |
| Bleed | Full bleed available at no additional cost |
| Pages | 48 |
| Page Size | 8.5” x 11” |
| Distributed | Quarterly |

## FIXED POSITION

Full page ads only. Inside front cover, inside back cover and outside back cover, 25% premium per issue over contract price. Availability is granted on a first-come, first served basis. Not all requests are guaranteed.

## 2013/2014 EDITORIAL CALENDAR

### FALL 2013

Ethics & Jurisprudence: A New Lens

### WINTER 2014

Get Smart: Increasing Efficiency in Practice through Innovative Practice Management

### SPRING 2014

Dentistry in a Box: A Fresh Look at Corporate Dentistry’s Impact on the Profession

## CIRCULATION

Eighty three percent of Indiana dentists (2,900 members) receive the *JIDA*. In addition, the audience for this publication includes hygienists, assistants, office managers and other dental professionals.

| RATES (PER ISSUE) | 1X | 1 YR | 2 YRS |
|---|---|---|---|
| Full page | $1,000 | $925 | $875 |
| Half page | $600 | $550 | $525 |
| Quarter page | $400 | $350 | $325 |

# CLASSIFIED ADVERTISING

## IDA CLASSIFIEDS

Classified ads are featured in every issue of the *Indiana Dentist* and *JIDA*.

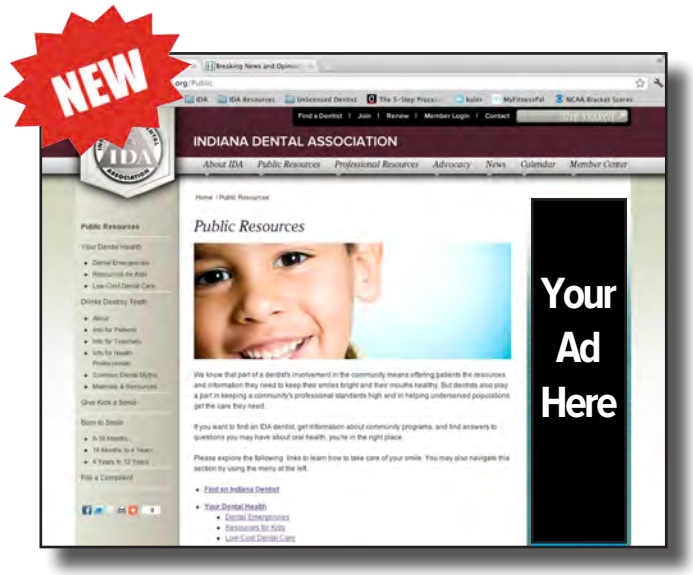
| TYPE | COST |
|---|---|
| Up to 25 words | $50 |
| 26+ words | $.25 per word |
| Featured listing | $10 per ad, per issue |

## ADDITIONAL DETAILS

The managing editor reserves the right to edit classified advertising copy for clarity and appropriateness. All classifieds appear online at *INDental.org*, under Professional Resources. Once approved, the classified will run online for 60 days.

*Grow your business. Serve our members. Improve dental health.*
*Visit us online, anytime: INDental.org/Advertise*

# ONLINE ADVERTISING OPPORTUNITIES




## IDA WEBSITE - INDENTAL.ORG

| TYPE | RATES (total cost) | | |
|---|---|---|---|
| | 1 Month | 1 Year | 2 Years |
| Secondary Page Skyscraper | $150 | $1,200 | $2,000 |

*(Ad appears site-wide)*

### WEBSITE ADVERTISING REQUIREMENTS:

| | |
|---|---|
| Secondary Page Skyscraper | 160x600pi |
| Resolution | 72dpi or higher |

## IDA UPDATE - MONTHLY E-NEWSLETTER*

| TYPE | RATES (total cost) | |
|---|---|---|
| | 1 Month | 1 Year |
| Left-Column banner ad | $350 | $4,000 |

### WEBSITE ADVERTISING REQUIREMENTS:

| | |
|---|---|
| Banner ad size | 150x450pi |
| Resolution | 72dpi or higher |

**Please call for space availability. This advertisement is contracted based on a first-come, first-served basis.*

### INTERESTED?

Visit us online at *INDental.org/Advertising*.

*Grow your business. Serve our members. Improve dental health.*
*Visit us online, anytime: INDental.org/Advertise*

# ADVERTISING REQUIREMENTS

## IMAGES

All images used in display ads MUST have a resolution of at least 300dpi. Web ads must be at least 72 dpi.

## COLOR

CYMK. Spot, Pantone and RGB colors will be converted to CMYK. The Indiana Dental Association is not responsible for any color shift.

## ACCEPTED FILE FORMATS:

TIFF, JPG, PDF*

All display ads MUST be in camera-ready form, 300 dpi resolution, fonts embedded, and sized appropriately. High resolution PDFs of ads are preferred. **Non-compliant ads will be returned for correction or corrected by the IDA.**

**All artwork must be received within two weeks of the publication's closing date.** If artwork is not received on time the ad artwork from the previous issue will be used.

*Acrobat and print PDF files must be prepared using pre-press style, which includes uncompressed graphics and embedded fonts.

## MECHANICAL REQUIREMENTS

(width by height, in inches)

| AD SIZE | NON BLEED | FULL BLEED* | LIVE AREA |
|---|---|---|---|
| Full | 7.5 x 10 | 8.5 x 11 | 7.5 x 10 |
| 1/2 (h) | 7.5 x 5 | 8.5 x 5.5 | 7.5 x 5 |
| 1/2 (v) | 3.75 x 10 | 4.25 x 11 | 3.75 x 10 |
| 1/4 | 3.75 x 5 | 4.25 x 5.75 | 3.75 x 5 |

## AGENCY COMMISSION

The IDA does not offer agency discounts. Rates are net.

## BILLING

For your convenience, classifieds may be purchased online at www.INDental.org/Advertising; all display advertisers should contact the IDA at 800.562.5646 and ask for the Advertising Manager to obtain a contract.

**There are NO refunds for contracted advertisements. A credit may be applied toward the advertiser's account for use within the IDA fiscal year (July 1-June 30).**

## IDA ADVERTISING GUIDELINES

1. The IDA reserves the right to reject any advertisement.
2. The IDA does not guarantee any level of response for an advertisement.
3. Ad position is at the discretion of the Managing Editor unless a contract is completed for a specific position. Availability is granted on a first-come, first served basis. Not all requests are guaranteed.
4. The IDA staff will seek to comply with position requests and other stipulations that may appear in an insertion order, but cannot guarantee placement unless a designated premium is listed on the online order form. Availability is granted on a first-come, first served basis. Not all requests are guaranteed.
5. The IDA assumes no liability for an advertiser's failure to submit artwork or copy within the scheduled publishing deadlines.
6. The cost of ad composition is the responsibility of the advertiser.
7. The cost of changes to the original layout and/or copy will be based on current composition rates. Corrections will be made at no additional charge.

## CONTACT INFORMATION

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