

MAINE DENTAL ASSOCIATION  
PO Box 215, Manchester, ME 04351  
Telephone: 207/ 622-7900  
E-mail: info@medental.org



## ***NewsJournal* of the Maine Dental Association** **Advertising Rates and Information**

Effective

### **MDA Advertising Standards**

The MDA welcomes advertising as a means of keeping the dentist informed of products and services for the practice of dentistry. Publication of an advertisement is not to be interpreted as an endorsement by the MDA unless specifically stated. The MDA reserves the right to accept or reject advertising at its sole discretion.

### **Production and General Information**

#### **Printing Requirements:**

The MDA *NewsJournal* is a monthly publication, printed in two colors on 50# paper. The size is 8½” by 11” and is typically 8--12 pages. You may submit ads by e-mail as a pdf.

#### **Deadlines:**

The MDA *NewsJournal* is published and mailed on the first week of each month. All copy must be received and paid for by the 10<sup>th</sup> of the prior month.

#### **Preferred Position and Special Inserts:**

There is a 25% additional charge for guaranteed placement or advertiser supplied insert.

#### **Commissions:**

As a professional association MDA will not pay commissions on any placements. No cash discounts apply.

#### **Liability:**

The MDA *NewsJournal* shall have no liability of any kind to the advertiser on account of errors on any advertisement published. The MDA, in its discretion, may afford to the advertiser, without charge, advertising space equal to the amount in error only.

#### **Payment:**

Advertising will not be inserted without an Insertion Order and pre-payment of the contract term. If you have any questions regarding payment, please call the MDA Central Office at 207-622-7900.

**Please note: The MDA does not accept credit cards.**

The Insertion Order follows on the next page.

**Please note that we do not sell advertising on our website.**

## Insertion Order for MDA NewsJournal

Rates effective July 1, 2009

SIZE	DIMENSIONS	COST	COST	COST
		1 PLACEMENT	6 PLACEMENTS*	12 PLACEMENTS*
Full page	7-1/2" X 9-7/8"	\$400 each	\$360 each	\$340 each
Half page	7-1/2" X 4-7/8"	\$200 each	\$180 each	\$160 each
Third page	4-7/8" X 4-7/8" or 7-1/2" X 3-3/16"	\$140 each	\$125 each	\$115 each
One-sixth page	2-3/8" X 4-7/8" or 4-7/8" X 2-3/8"	\$110 each	\$100 each	\$ 90 each
Classifieds		\$ 50 (per in- sertion) for first 50 words.	\$.50 for each addi- tional word over 50 words	
Screens and half-tones		\$ 25 each		

\*Multiple placement insertions must be paid in full prior to first month of publication.

Print or type copy for classified listing below:

Number of insertions requested: \_\_\_\_\_ Size: \_\_\_\_\_

Issue beginning: \_\_\_\_\_ Copy enclosed: \_\_\_\_yes \_\_\_\_no

Name: \_\_\_\_\_ E-mail: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_ Contact: \_\_\_\_\_

Authorized signature: \_\_\_\_\_

Title: \_\_\_\_\_ Amount enclosed: \_\_\_\_\_

Please make checks payable to: MDA, PO Box 215, Manchester, ME 04351 Telephone: 207/ 622-7900  
**Please note: The MDA does not accept credit cards.**

Full Page ad  
7-1/2" X 9-7/8"

1/3 Page ad  
7-1/2" X 3-3/16"

PLEASE NOTE: First dimension is width; second dimension is height

1/6 Page ad  
2-3/8" X 4-7/8"

1/2 Page ad  
4-7/8" X 4-7/8"

1/2 Page ad  
7-1/2" X 4-7/8"

1/6 Page ad  
4-7/8" X 2-3/8"