

Arizona Dental Association 2010/2011 Directory of Members & Resource Guide

# Advertising Rates, Specs & Contract

**AGREEMENT** I/we have studied the advertising rates and specifications and authorize the Arizona Dental Association to publish our advertisement(s) in the 2010/2011 Directory as follows:

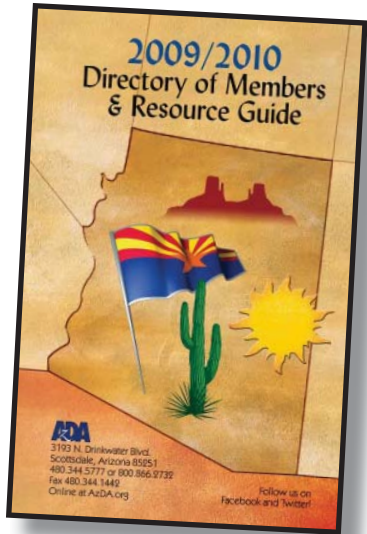
- 4-color Back Cover . . . . . \$2,700.00
- 4-color Inside Front Cover or Inside Back Cover . . . . . \$2,200.00
- 4-color Section Tab . . . . . \$1,600.00
- 4-color Interior Page . . . . . \$1,250.00
- 4-color Interior Half Page . . . . . \$950.00

**DISCOUNT OPPORTUNITIES** *Discount offers may not be combined*

- (1) Advertising placed by INSCRIPTIONS Advertisers receive a 10% discount.
- (2) Advertising placed by AzDA Members receive a 15% discount.
- (3) Advertising placed by AzDA Services Endorsed Companies receive a 15% discount.
- (4) Advertising placed by AzDA Services Business Affiliates receive a 10% discount

**ALL TAB PAGES & PREMIUM POSITIONS** available on a first come, first-served basis.

**DEADLINES** Reserve advertising space by July 9, 2010 - Final Artwork Due July 16, 2010



**AUTHORIZATION/PAYMENT** Authorizing Signature \_\_\_\_\_  
 Company Name \_\_\_\_\_  
 Contact Name \_\_\_\_\_ Contact Email \_\_\_\_\_  
 Company Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_  
 Phone ( \_\_\_\_\_ ) \_\_\_\_\_ Fax ( \_\_\_\_\_ ) \_\_\_\_\_

**FULL PAYMENT MUST ACCOMPANY ORDER MAKE CHECK PAYABLE TO AzDA OR USE ANY MAJOR CREDIT/DEBIT CARD.**

Total Advertising \$ \_\_\_\_\_  
 Card # \_\_\_\_\_ Exp \_\_\_\_\_ V-code (required) \_\_\_\_\_  
 Cardholder Name as it appears on card \_\_\_\_\_ Cardholder Signature \_\_\_\_\_  
 Billing Address if different from above \_\_\_\_\_

**QUESTIONS?** Call or Email Marilyn Kafka (480) 344-5777 ext. 301, Marilyn@AzDA.org Thank you!

Send to: AzDA Directory Advertising, 3193 N. Drinkwater Blvd. Scottsdale AZ 85251  
 Fax (480) 344-1442 (credit/debit card orders only)

**ADVERTISING SPECIFICATIONS**

- Publication Size (Cover and Text): 5.5 inches x 8.5 inches
- Tab Pages: 6 inches x 8.5 inches
- Advertisement Image Sizes:
  - ▶ Tab Page 5 inches x 7.5 inches (no bleed).
  - ▶ Full Page: 4.5 inches x 7.5 inches (no bleed).
  - ▶ Half Page: 4.5 inches x 4.25 inches (no bleed).
- PDF preferred. High-resolution PDF with fonts embedded, to size, with type and all artwork in place. Ads in the following electronic formats burned to CD, DVD, or presented on a 100-750Mb Zip Disk will be accepted:
  - ▶ All Illustrator versions EPS or AI files with all fonts converted to outlines and all links embedded.
  - ▶ All PhotoShop versions EPS, PSD, or TIF.
  - ▶ Freehand files saved as AI format with all fonts converted to shapes and all images embedded.
  - ▶ PageMaker 7.0 and lower files with all fonts included (both screen and printer versions) and all links included.
  - ▶ All Quark versions with all fonts and all images included.
  - ▶ All InDesign versions with all fonts and all images included.