

SUBSCRIPTION RATES

Free subscription to advertisers with five or more insertions in a nine-month period.

ODA Members	Included in dues payment
Non-ODA Members	\$42.00
Single Issue	\$9.00
Single Issue International	\$16.00
International Subscription	\$78.00

ADVERTISING STANDARDS

The Oklahoma Dental Association (ODA) *Journal* is published to inform Oklahoma dentists on the latest advances in the dental science and arts and to notify dentists of relevant news and events. The *ODA Journal* accepts advertisements that are in accord with this goal. However, inclusion of an advertisement in the *ODA Journal* does not mean endorsement of the advertiser, product, or service by the ODA. Additionally, the Oklahoma Dental Association reserves the right to accept or reject at its sole discretion any advertisement submitted to the *ODA Journal*. The following standards apply to advertisements in the *ODA Journal*:

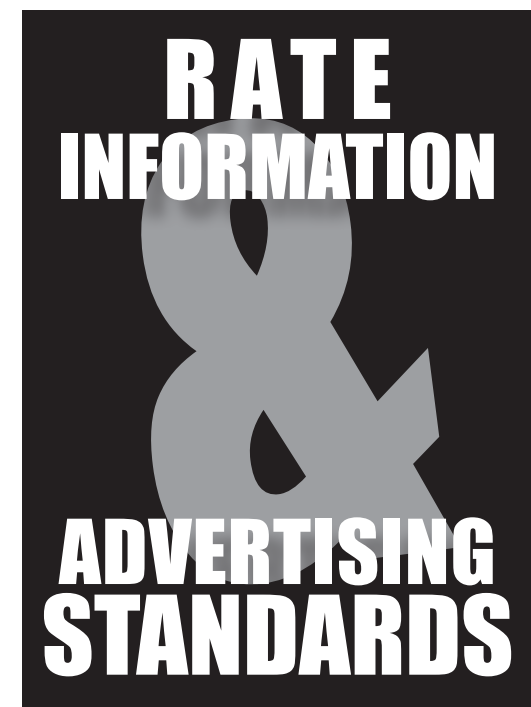
1. The *ODA Journal* Editor reviews and approves all advertisements submitted to the *ODA Journal*.
2. All advertisements shall comply with any and all applicable legal requirements imposed by state or federal law.
3. Advertisements will not be accepted if the ad conflicts with any ADA or ODA policy or ethical principles.
4. The *ODA Journal* does not allow comparative advertising.
5. All advertisements must meet the technical and aesthetic quality standard as is set by the most recent issue of the *ODA Journal*.
6. No advertisement may include claims that are not subject to independent verification or that are false, misleading, or deceptive.

7. No advertisement may use the name of the American Dental Association, the Oklahoma Dental Association, or any Council, Committee, Component Society, or House of Delegates thereof without prior written consent from the appropriate Association.
8. The sole remedy for printing or other errors in an advertisement caused by the ODA shall be a rebate of the amount paid to the ODA for that ad. Any other damages, consequential or otherwise, are specifically excluded.
9. The advertiser contract may be terminated by the ODA or advertiser by written notice 45 days prior to deadline. If advertiser cancels, payments for premium position ad must be paid for the balance of the contract.
10. All advertisements must include a signed insertion order.
11. All advertisements submitted must be set in contrasting typography to that used in the editorial portion of the *ODA Journal*.
12. The advertiser agrees to indemnify and hold the ODA, its officers, trustees, members, employees and agents harmless from any liability, including costs and attorney fees, arising out of or relating to the content of any ad.

The terms of the Advertising Agreement published by the Oklahoma Dental Association are incorporated by reference and made a part of this Advertising Rate Card.

ODAJOURNAL

THE OFFICIAL PUBLICATION OF
THE OKLAHOMA DENTAL ASSOCIATION



ODAJOURNAL

RATE INFORMATION & ADVERTISING STANDARDS

The Oklahoma Dental Association (ODA) *Journal* is the official publication of the Oklahoma Dental Association. Over 85% of all dentists in the state of Oklahoma are members of the ODA.

The *ODA Journal* serves the 1,550+ members of the ODA and is sent to an additional 250 subscribers. The *ODA Journal* is the only statewide dental publication created specifically to meet the needs of Oklahoma dentists.

LEGAL REQUIREMENTS

Advertisers must submit for review a sample ad copy and background statement on their product or service before the publication deadline. Upon acceptance, advertisers must submit a signed insertion order stating that all conditions of the advertisement are understood.

PRODUCTION SPECIFICATIONS

Digital files are required. Unless specifically notified in advance, all submitted materials become the property of the *ODA Journal*.

IMAGE REQUIREMENTS

- TIFF, PDF or EPS preferred, with PC compatibility
- CDs and Zip files with PC compatibility acceptable
- All files must be at least 300 dpi

SUPPORTED APPLICATION FILES

- Adobe InDesign
- PageMaker
- Adobe PhotoShop
- Adobe Illustrator
- The use of Windows applications such as Word, Excel, Power Point and Publisher is *strongly discouraged*.

AD SUBMISSION

Please submit ad materials to the following:
advertising@okda.org

TYPESETTING AND DESIGN

Advertisements must be set in contrasting typography to that used in the editorial portion of the *ODA Journal*. All advertisements must meet the technical and aesthetic standards that are set by the most recent issue of the *ODA Journal*.

The ODA offers typesetting and design services for your ad at a rate of \$85 per hour. Any ad received that does not meet production guidelines will be modified by the ODA and the advertiser will be charged this same hourly rate for any amount of work necessary to modify the ad.

ADVERTISEMENT SUBMISSION DEADLINES

- **January Journal** – Deadline November 15th
- **February Journal** – Deadline December 15th
- **March/April Journal** – Deadline January 15th
- **June Journal** – Deadline April 15th
- **July/August Journal** – Deadline May 15th
- **September Journal** – Deadline July 15th
- **October Journal** – Deadline August 15th
- **November Journal** – Deadline September 15th
- **December Journal** – Deadline October 15th

PAYMENT & BILLING

Invoices not honored with payment in full for more than thirty (30) days will result in the advertiser being excluded from subsequent issues of the *ODA Journal*. The advertiser remains financially responsible for the remainder of the Advertising Contract and will be reported to a collection agency.

CANCELLATIONS

All cancellations must be submitted to the ODA in writing prior to the advertisement submission deadline date, as listed above.

PAGE SIZE

Bleed 8.75 x 11.25
Trim 8.5 x 11

RATE SCHEDULE

Page	Size	9x	5x	1x
Full	8.5 x 11	\$425	\$454	\$483
1/2 Horiz.	8.5 x 5.5	\$243	\$262	\$285
1/2 Vertical	4.25 x 11	\$243	\$262	\$285
Quarter	4.25 x 5.5	\$165	\$181	\$201

COLOR RATES

4-Color Process \$500

PREMIUM POSITIONS

First option to renew premium positions given to occupant of each space.

Back Cover \$1262 (rate includes 4-color)
Inside Front/Back Cover \$632 (no color)
\$1082 (rate includes 4-color)

ODA JOURNAL CLASSIFIED ADVERTISING

50 words (or less) \$31/member
50 words (or less) \$67/non-member
Additional words \$0.15 each

ODA WEBSITE CLASSIFIED ADVERTISING - WWW.OKDA.ORG -

50 words (or less) \$45/member
50 words (or less) \$70/non-member
Additional words \$0.15 each
Hyperlink \$10/additional

*To be eligible for Web site advertising you must also place a classified ad in the *ODA Journal*.

ODAJOURNAL

ADVERTISING CONTRACT

1

ADVERTISER:

Title:

Address:

E-mail:

Contact:

Phone:

City/State/Zip:

Fax:

AGENCY (if applicable):

Title:

Address:

E-mail:

Contact:

Phone:

City/State/Zip:

Fax:

AUTHORIZING AGENT:

Date:

2

BILLING INFORMATION:

Bill to:

Advertiser

Agency

Send invoice:

Monthly

Once per contract

(all contracted ads paid in full after first ad placement)

3

AD SPECIFICATIONS:

Size:

Full Page

w/ bleed 8.75 x 11.25
w/o bleed 8.5 x 11

Half Page Horizontal

w/ bleed 8.75 x 5.75
w/o bleed 8.5 x 5.5

Half Page Vertical

w/ bleed 11.25 x 4.50
w/o bleed 11 x 4.25

Quarter Page

w/ bleed 4.50 x 5.75
w/o bleed 4.25 x 5.5

Frequency:

1x

5x

9x

Placement:

*Please indicate the issues in which your ad should run by checking the box.
Please also indicate the year by filling in the blank.*

January 20__

February 20__

March/April 20__

June 20__

July/August 20__

September 20__

October 20__

November 20__

December 20__

Color:

Black/White

Color

Please refer to the ODA Journal Rate Sheet for complete contract terms, pricing and placement information.
Please contact Stephanie Trougakos at advertising@okda.org or 405/848/8873 with any questions.