

ODA JOURNAL CLASSIFIED ADVERTISING

50 words (or less)	\$35/member
50 words (or less)	\$70/non-member
Additional words	\$0.15 each

ODA WEBSITE CLASSIFIED ADVERTISING

– WWW.OKDA.ORG –

50 words (or less)	\$35/member
50 words (or less)	\$70/non-member
Additional words	\$0.15 each



ODA JOURNAL & ODA WEBSITE CLASSIFIED ADVERTISING

50 words (or less)	\$70/member
50 words (or less)	\$120/non-member
Additional words	\$0.15 each

Get a discount for using both the ODA Journal and the ODA website with our bundled rate.

Classified ads will run continuously until a cancellation is submitted in writing.

SUBSCRIPTION RATES

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

ODA Members	Member Benefit
Non-ODA Members	\$44.00
Single Issue	\$11.00
Single Issue International	\$18.00
International Subscription	\$80.00

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:

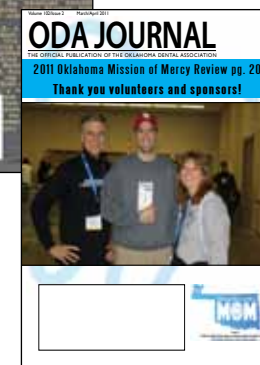
1. The ODA Journal Editor reviews and approves all advertisements submitted to the ODA Journal.
 2. All advertisements shall comply with any and all applicable legal requirements imposed by state or federal law.
 3. Advertisements will not be accepted if the ad conflicts with any ADA or ODA policy or 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.

-2011-



ODA JOURNAL

THE OFFICIAL PUBLICATION OF THE OKLAHOMA DENTAL ASSOCIATION



Rate Information & Advertising Standards

The *ODA Journal* is the official publication of the Oklahoma Dental Association. More than 83% of all dentists in the state of Oklahoma are members of the Oklahoma Dental Association.

AUDIENCE

The *ODA Journal* serves the 1,600+ members of the ODA, the students of The University of Oklahoma College of Dentistry and more than 100 subscribers. The *ODA Journal* is placed on the home page of the ODA's web site, www.okda.org, and is accessible to the public, not just members.

Many other state entities choose to view the *ODA Journal* online. The *ODA Journal* is the only statewide dental publication created specifically to meet the needs of Oklahoma dentists.

AD SUBMISSION

Please submit ad materials to:
advertising@okda.org

ADVERTISEMENT SUBMISSION DEADLINES

- January Journal – Deadline December 1st
- February Journal – Deadline January 1st
- March/April Journal – Deadline February 1st
- June Journal – Deadline May 1st
- July/August Journal – Deadline June 1st
- September Journal – Deadline August 1st
- October Journal – Deadline September 1st
- November Journal – Deadline October 1st
- December Journal – Deadline November 1st

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

- PDF, TIFF 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
- Adobe PhotoShop
- Adobe Illustrator
- The use of Windows applications such as Word, Excel, Power Point and Publisher are not accepted.

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.

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 9.25 x 12.25
Trim 8.5 x 11.5

COLOR RATES

There is no cost difference in black/white and color ads. We strongly encourage color ads.

Since the ODA Journal is online, all ads are linked to the advertisers website.

PREMIUM POSITIONS

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

Back Cover	\$1262
Inside Front/Back Cover	\$1082

RATE SCHEDULE & SIZES (W/O BLEED)

Page Size	9x	5x	1x
Full 8.5 x 11.5	\$488	\$522	\$555
1/2 Horiz. 8.5 x 5.75	\$279	\$300	\$327
1/2 Vertical 4.25 x 11.5	\$279	\$300	\$327
Quarter 4.25 x 5.75	\$189	\$208	\$231

1 ADVERTISER: _____ **Contact:** _____

Title: _____ Phone: _____

Address: _____ City/State/Zip: _____

E-mail: _____ Fax: _____

AGENCY (if applicable): _____ **Contact:** _____

Title: _____ Phone: _____

Address: _____ City/State/Zip: _____

E-mail: _____ 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 Half Page Horizontal Half Page Vertical

<i>w/ bleed</i>	9.25 x 12.25	<i>w/ bleed</i>	9.25 x 6.2	<i>w/ bleed</i>	4.6 x 12.25
<i>w/o bleed</i>	8.5 x 11.5	<i>w/o bleed</i>	8.5 x 5.75	<i>w/o bleed</i>	4.25 x 11.5

Quarter Page

<i>w/ bleed</i>	4.5 x 6.1
<i>w/o bleed</i>	4.3 x 5.75

Frequency: 1x 5x 9x

Placement: *Please indicate the issues in which your ad should run*

<input type="checkbox"/> January 20__	<input type="checkbox"/> February 20__	<input type="checkbox"/> March 20__	<input type="checkbox"/> April/May 20__
<input type="checkbox"/> June 20__	<input type="checkbox"/> July/August 20__	<input type="checkbox"/> September 20__	<input type="checkbox"/> October 20__
<input type="checkbox"/> November 20__	<input type="checkbox"/> December 20__		

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