

# Display Advertising Rates (valid JANUARY THROUGH DECEMBER 2014)

Ad Size	Rates			
Full Color Publication	Active/Retired Members	Associate/ Endorsed Members	Vendor Members	Nonmembers
1/16 page	\$ 110	\$ 150	\$ 180	\$ 220
1/8 page (Horizontal or vertical)	\$ 300	\$ 510	\$ 560	\$ 630
<sup>1</sup> / <sub>4 page</sub>	\$ 580	\$1100	\$ 1170	\$1250
1/2 page (HORIZONTAL OR VERTICAL)	\$ 825	\$1495	\$ 1700	\$1850
Full Page	\$1250	\$1900	\$ 2250	\$2450
INSERT [81/2" x 11", 3300 preprinted copies needed]	\$ 920	\$1610	\$ 1700	\$1785
Back Cover Placement Request	add an ad	Iditional 30% of the	e display ad price	shown above

## Classified Advertising Rates (Valid JANUARY THROUGH DECEMBER 2014)

		Rates			
	Prepayment Required	Active/Retired Members	Associate/ Endorsed Members	Vendor Members	Nonmembers
First 30 Words		\$ 50	\$ 100	\$ 100	\$ 120
Each Additional Word		35¢	45¢	45¢	50¢

### **Payment Instructions**

- Signed Contract with VISA or MasterCard number may be faxed to 410.534.6700 or emailed to MSDAads@aol.com
- Signed Contract with Check payment (made payable to MSDA) may be sent to: MSDA Ads, c/o FatCat Studios, Inc., 1616 Shakespeare Street, Baltimore, MD 21231

## NO ADS WILL BE TAKEN OVER THE PHONE.

### Payment & Submission Deadlines

- Classified Ad Copy AND Payment MUST BE RECEIVED by the date listed on the Contract/Insertion Order Form.
- Display Ad Art **MUST BE RECEIVED** by the date listed on the Contract/Insertion Order Form.
- An invoice for Display Ads, net 15 days, will be sent, along with a tear-sheet copy, upon publication completion.

### Display Ad Specs

I/2 Vertical	1/4	l/8 Vertical
	I/8	1/16
	Horizontal	
ŀ	1/2 Iorizontal	

Size	Width	Depth	EMAIL ADS TO:
1/16	21/2"	11/4"	MSDAads@aol.com
1/8 horizontal	5"	21/2"	
1/8 vertical	21/2"	5"	QUESTIONS?
1/4	5"	5"	Call:
1/2 horizontal	101/4"	5"	410.534.8700
1/2 vertical	5"	11 <sup>1</sup> /2"	Email:
Full Page	10 <sup>1</sup> /4"	121/4"	MSDAads@aol.com

Artwork is accepted in the following formats: PDF, EPS, TIF or JPEG

We will not accept WORD files as display ads.

#### Artwork

- Artwork must be submitted at appropriate ad size.
- Artwork must be submitted as CMYK (not spot color or RGB).

**Production Charges** are in addition to ad space. Charges will be incurred for: ad design and layout, re-sizing artwork, converting files to CMYK and editing existing art

Please contact FatCat Studios if you are interested in having an ad designed.

# MSDA Newsletter Advertising Insertion Order Form ~ 2014

MS	DA
Maryland State I	Dental Association

#### **Contact Information:**

COMPANY			AdType:	
CONTACT			O Display O C (Display ad placement i	lassified requests are not
ADDRESS			accepted other than for	
			Ad Frequency: 0 1-Issue 0	Aultipla lecuse*
CITY	_ STATE	ZIP	*Mark the issues you woul	
PHONE	_ FAX		Issue Choice:	Due Date
EMAIL			o January	12/10
			0 February	1/10
DO YOU (OR YOUR COMPANY) CURRENTLY RECEIVE A COPY O	OF THE MSDA NEWSLETTE	R? O YES O NO	o March	2/10
Rate Information:			o April	3/10
o Active / Retired Member o Associate / Affiliate	Member o Vendo	r Member 0 Nonmember	o May	4/10
Ad Rate: \$ To	atal Amount Duo. ¢		o June	5/10
	olai Amount Due: φ_		o July	6/10
Payment Information: (Classified Ad Payments a	are due PRIOR to the	e printing of the Newsletter)	o August	7/10
o Check (made payable to MSDA) o VISA		(WE DO NOT ACCEPT AM/EX)	o September	8/10
			o October/Nover	nber** 10/01
CARD NUMBER		EXP DATE	0 December	11/10
CARDHOLDER NAME		BILLING ZIP	DISPLAY	ADS ONLY
CARDHOLDER SIGNATURE			Display Ad Size:	
			0 1/16	o 1/4
I understand that my ad will not run if pa	wment and artworl	c is not received by the		0 1/2 horizontal
specified due date.		the shot received by the	0 1/8 vertical	0 1/2 vertical
specified due date.			0 Full Page	o Insert
SIGNATURE			O I agree to pay an ac	
			display cost to run o	
DATE			**The October/Nove	mber issue is a
	sified Workshee	t (6 WORDS PER LINE)	combined issue.	
			1	

		30TH WORD

TOTAL WORDS \_\_\_\_\_

\_\_\_\_\_