

The Bridge Advertising 2016

The San Francisco Dental Society has 2 types of advertising in our Newsletter, *The Bride*. See below for details and pricing. Please fill out the Ad placement Agreement with payment, and either fax, mail, or email, along with a copy of your Display ad or wording for your Classified ad to the SFDS. Please call the SFDS for any questions.

Phone: 415-928-7337

Fax: 415-928-5297

Mail: 2143 Lombard St, SF, CA 94123

Email: info@sfds.org

Publication Schedule

<u>Issue</u>	<u>Deadline</u>
Winter	January 15
Spring	April 15
Summer	July 15
Fall	October 15

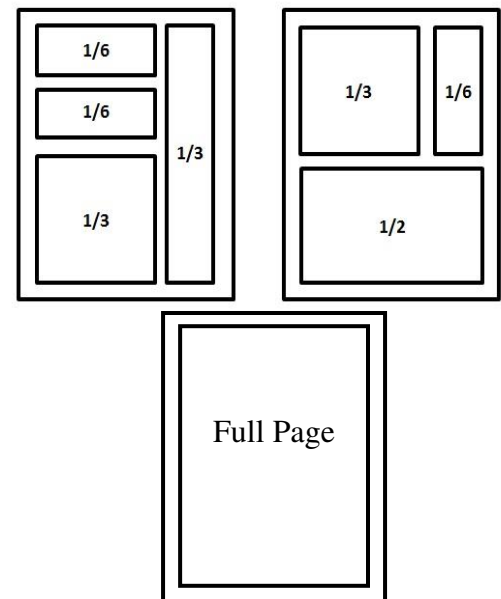
DISPLAY ADVERTISING:

RATES*:

Cost per issue:	<u>Color</u>
Full page	\$1,000
1/2 page	\$ 750
1/3 page	\$ 635
1/6 page	\$ 335

SIZES:

Ad Unit	<u>Width</u>	<u>Height</u>
Full Page	7 1/2	9 3/4
1/2 page (horizontal)	7 1/2	4 3/4
1/3 page (vertical)	2 1/4	9 3/4
1/3 page (square)	4 3/4	4 3/4
1/6 page (vertical)	2 1/4	4 3/4
1/6 page (horizontal)	4 3/4	2 1/4



CLASSIFIED ADVERTISING (for Dentists Only):

RATES PER ISSUE*:

- **SFDS members:** Classified ads are free for SFDS Members (up to 30 words; additional at 45 cents per word)
- **ADA Members:** \$30—up to 30 words—additional words 60 cents per word
- **Non-Member Dentists:** \$45—up to 30 words—additional words 65 cents per word

Classified ads must be typed or neatly printed.

PAYMENT

Display advertisement payable via Visa/MasterCard credit card only.

Classified advertising is payable via Visa/MasterCard credit card or check in advance of placement.

Full payment is due and payable upon submission of Display & Classified ads and contract.

***Rates are subject to change**

Specifications

Display rates are based on High Resolution Digital Files; confirmation of ad space MUST include payment. Color advertising space is limited, and allocated only in the order that all required information (*completed contract, payment, and advertisement*) has been received.

Ads are black and white (unless otherwise specified). No space divisions other than listed above. Ads are subject to trim at the discretion of the publisher. Incomplete/missing elements may incur a charge.

Placement of advertisements is at the **discretion** of the publisher. **Extra charges apply for design, typesetting and layout or scanning at the publisher's cost (minimum charge \$75). To obtain a design proof, advertising requests must be submitted four (4) weeks prior to scheduled copy deadlines.**

Advertiser agrees to pay shorter term contract rates for incomplete contracts. Advertising must be inserted within one year of first insertion contract to earn a frequency discount. Advertising rates are subject to change. All consecutive contract advertisers are protected against rate increases for the duration of the contract. Cancellations must be received in writing prior to the closing date; however, **if the display advertiser chooses not to fulfill their contract, they will be subject to the full (single insertion) price for ads already placed plus a 20% cancellation fee for ads not placed.** All advertisements are accepted and published by the publisher upon the representation that the agency and advertiser are authorized to publish the entire contents and subject matter thereof.

The agency and advertiser will indemnify and hold the publisher harmless from and against any claims, loss, liability or expense, including reasonable attorney's fees, arising out of the publication of such advertisements, including without limitation those resulting from claims of suits for libel, violation of rights of privacy, plagiarism and copyright and trademark infringement. Advertising is subject to acceptance by the publisher as to character, layout, text, and design. The publisher shall have no liability for errors in type. The publisher shall not be liable for any cost or damages if for any reason it fails to publish an advertisement.

Agency commission

Rates are non-commissionable.

Circulation

Bimonthly to over 1000 San Francisco dentists and allied offices in addition to the two dental schools reaching over 800 students.

Reproduction Requirements

Include a proof with your insertion order. If proofs are not submitted, publisher will generate proofs and bill the advertiser for this cost. Electronic files preferred via CD or e-mail. If an electronic file is not available, scanning the ad will be charged **at \$25 per scan.**

All display ads must be converted to black & white or grayscale and must be submitted in one of the following formats (either Mac or PC):

- High resolution (press-quality) .pdf with all fonts and graphics embedded
- Adobe Illustrator CS2 (or earlier) .eps file with all fonts converted to outlines
- Adobe Photoshop CS2 (or earlier) .jpg or .tif file with layers flattened and a resolution of 300 ppi

Important: Please be sure to put your file in a folder and compress the folder using Stuffit or Zip before emailing.

Fixing or changing files which do not meet these criteria will incur extra charges. Please supply contact information in the unlikely event that technical complications should arise.

The Bridge

AD PLACEMENT AGREEMENT

The Newsletter of the **San Francisco Dental Society**

2143 Lombard Street • San Francisco, California 94123 • 415/928-7337 • Fax: 415/928-5297

Please Print

Advertiser _____ Firm's Name (Client) _____

Address _____

City _____ State _____ Zip _____

Phone # _____ Fax # _____

Authorized Agent _____ Title _____

Display Ad: Enclosed is a credit card payment in the amount of \$ _____ representing payment for _____ insertion(s), of _____ (size/type). **Display ads payable via V/MC credit card only.**

Classified Ad: Enclosed is payment in the amount of \$ _____ representing payment for _____ insertions, of _____ words. **Classified ads payable via V/MC credit card, or check.**

Classified advertisements are limited to dentists. Commercial companies can only purchase display advertising. All advertisers will be required to pay at the time of submission of ad

SCHEDULE

Month(s) in which ad is to be published

(Please Circle all that apply)

2016: Spring Summer Fall Winter _____

Months x size of ad = \$ _____

Remarks _____

CONTRACT & COPY REGULATIONS

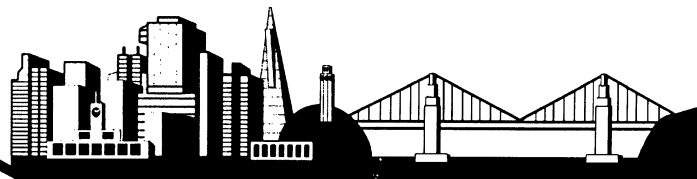
- Advertising is subject to acceptance by the San Francisco Dental Society as to character, layout, text and design.
- Advertising rates are based on camera-ready copy.
- Multiple insertion contracts must be completed within one year from date of first insertion to earn frequency discount. Advertiser agrees to pay short rate for incomplete contracts.
- Cancellations must be received in writing prior to publication closing date. No cancellations accepted after closing. However, if the display advertiser chooses not to fulfill their contract, they will be subject to the full "single insertion" price for ads already placed plus a 20% cancellation fee of ads not placed. Acceptance of any ad after deadline is up to the discretion of the SFDS and will be subject to a 10% late payment of total display or classified ad charge for the edition.
- Publisher shall have no liability for errors in type.
- Publisher shall not be liable for any cost or damages if for any reason ad fails to be published in issue selected by advertiser.
- Advertising is accepted with the understanding that all terms, conditions, and charges specified herein and rate sheet policy are acceptable to the advertiser or his agent. (See Addendum A & B)

Authorized Signature _____ Date _____

Name (Print) _____

Credit Card # (V/MC Only) _____ CVV Code _____ Exp. Date ____ / ____

Billing Address with Zip Code _____



SFDS Advertising Standards

The San Francisco Dental Society (SFDS) welcomes advertising in its publications. Such advertising must be factually accurate, dignified, and aimed at contributing to the advancement of the profession of dentistry. SFDS reserves the right to accept or reject advertising, at its sole discretion, for any product or service submitted for publication. Acceptance of advertising by SFDS does not in any way constitute endorsement or approval by SFDS of the advertised service or product, and advertisers may not make such claims in any way.

General Requirements

1. All advertisements submitted for display in any SFDS publication are subject to review by staff and its advisors. Advertisers must submit ads by ad materials' deadlines in order for materials to be reviewed by SFDS staff and editorial advisors. Every effort will be made to review artwork in a timely manner.
2. Advertisements must not be deceptive or misleading. Advertisements must clearly identify the advertiser and the product or service being advertised. A business address and contact phone number must appear in all advertising. All claims of fact must be fully supported and meaningful in terms of performance or any other benefit. SFDS may require a sample or copy of any advertised product or a full description of any advertised service, and proof of the efficacy or reliability of any products.
3. Products and services must be germane to and effective and useful in the practice of dentistry, or of interest to dentists and their families. Products and services and their indicated uses must conform to principles of acceptable dental practice and of dental ethics. Alcoholic beverages and tobacco products are not eligible for advertising.
4. Advertisers must comply with all laws and regulations applicable to the manufacture, distribution, and sale of a product or service. If it is SFDS's belief that an advertiser has not complied then it shall be sufficient grounds for rejection of an advertisement.
5. Advertisements will not be accepted if they conflict with or appear to violate SFDS policy, the CDA Code of Ethics or SFDS Bylaws, or if the advertisements are deemed offensive or contain attacks of a personal, racial, or religious nature.
6. Advertising for dental education courses designed to directly enhance the knowledge, skill or competence of the dentist will be eligible for publication only if the course sponsor has received "registered provider" status from the California Board of Dental Examiners under Title 16, California Code of Regulations, Section 1016 and only if not in conflict with SFDS Course offerings.
7. SFDS reserves the right to decline advertising for any educational course that involves the teaching or use of a product or technique that conflicts with SFDS policy, or is the subject of an unfavorable or cautionary report by a recognized dental agency. The eligibility of an advertisement for a course conducted by or under the auspice of an organization or commercial venture other than the American Dental Association, CDA or the SFDS will be determined on a case-by-case basis. Acceptance of advertisements for courses and education materials offered by commercial ventures and directed to the income of a dentist or to the commercial aspects of a dental practice will be reviewed for attractiveness, accuracy and dignity to determine eligibility.
8. SFDS will not accept advertising for seminars, consultants or other educational programs that suggest, imply, promise or guarantee increased revenue (in dollar amounts) or specific numbers of new patients to a dental practice that will occur as a result of attending the advertised program or seminar. SFDS will not accept advertising that, in general, implies that the volume of a practice, either in income or in numbers of patients, may be increased at the expense of proper patient care. SFDS will also not accept advertising that seeks information for, or in any way pertains to, class-action lawsuits.

9. Comparative advertising of dental products and dental services is not allowed.
10. Advertisements on behalf of insurers not admitted in California must comply with all California Department of Insurance requirements, including, but not limited to, California Insurance Code Section 1764.1, by prominently affixing in boldface 16-point type along the bottom of the ad that: *“Insurance sold by this company is not regulated by the California Department of Insurance or the California Insurance Guarantee Association.”* All insurance ads must meet California Insurance Code guidelines for advertising.
11. Placement of advertising with respect to employment, purchase or sale of a practice, or the like will be at the discretion of SFDS and, if the editors so choose, may be limited to the classified section of the publication without any illustrations or graphics. Advertisements for employment must conform to all applicable federal and state laws and regulations and may not discriminate against any persons based on race, sex, age, national origin, religion, handicap, or country of dental education. In addition, SFDS prohibits discrimination in advertisements on account of lawful political affiliation, marital status, handicap, sexual orientation, and country of training. Classified advertising is available only to dentists. Commercial entities can only purchase display advertising.
12. Advertisements that simulate editorial copy must be clearly identified as advertising. The word “advertisement” must be prominent in all advertorials. SFDS reserves the right to place the word “advertisement” on advertorials not clearly labeled. Advertorial copy that purports to provide information in a specialized field must be reviewed by an in-house expert.
13. Advertisements must not quote the names, statements or writings of any individual, public official, government agency, testing group or other organization without their consent.
14. Advertising placements will not influence editorial copy. Editors have the final approval over content in SFDS publications.
15. Advertisements for SFDS endorsed programs must also follow separate guidelines and review processes.
16. Advertisers agree to and are bound by conditions on SFDS rate sheets and SFDS insertion orders.