

MAINE DENTAL ASSOCIATION
PO Box 215, Manchester, ME 04351
Telephone: 207/ 622-7900
E-mail: info@medental.org



***NewsJournal* of the Maine Dental Association Advertising Rates and Information**

Effective

MDA Advertising Standards

The MDA welcomes advertising as a means of keeping the dentist informed of products and services for the practice of dentistry. Publication of an advertisement is not to be interpreted as an endorsement by the MDA unless specifically stated. The MDA reserves the right to accept or reject advertising at its sole discretion.

Production and General Information

Printing Requirements:

The MDA *NewsJournal* is a monthly publication, printed in two colors on 50# paper. The size is 8½" by 11" and is typically 8-12 pages. You may submit ads by e-mail as a pdf.

Deadlines:

The MDA *NewsJournal* is published and mailed on the first week of each month. All copy must be received and paid for by the 10th of the prior month.

Preferred Position and Special Inserts:

There is a 25% additional charge for guaranteed placement or advertiser supplied insert.

Commissions:

As a professional association MDA will not pay commissions on any placements. No cash discounts apply.

Liability:

The MDA *NewsJournal* shall have no liability of any kind to the advertiser on account of errors on any advertisement published. The MDA, in its discretion, may afford to the advertiser, without charge, advertising space equal to the amount in error only.

Payment:

Advertising will not be inserted without an Insertion Order and pre-payment of the contract term. If you have any questions regarding payment, please call the MDA Central Office at 207-622-7900.

The Insertion Order follows on the next page.
Please note that we do not sell advertising on our website.

Insertion Order for MDA *NewsJournal*

Rates effective July 1, 2009

SIZE	DIMENSIONS	COST	COST	COST
		1 PLACEMENT	6 PLACEMENTS*	12 PLACEMENTS*
Full page	7-1/2" X 9-7/8"	\$400 each	\$360 each	\$340 each
Half page	7-1/2" X 4-7/8"	\$200 each	\$180 each	\$160 each
Third page	4-7/8" X 4-7/8" or 7-1/2" X 3-3/16"	\$140 each	\$125 each	\$115 each
One-sixth page	2-3/8" X 4-7/8" or 4-7/8" X 2-3/8"	\$110 each	\$100 each	\$ 90 each
Classifieds		\$ 50 (per in- sertion) for first 50 words.	\$.50 for each addi- tional word over 50 words	
Screens and half-tones		\$ 25 each		

*Multiple placement insertions must be paid in full prior to first month of publication.

Print or type copy for classified listing below:

Number of insertions requested: _____ Size: _____

Issue beginning: _____ Copy enclosed: ____yes ____no

Name: _____ E-mail: _____

Address: _____

Phone: _____ Contact: _____

Authorized signature: _____

Title: _____ Amount enclosed: _____

Please make checks payable to: MDA, PO Box 215, Manchester, ME 04351 Telephone: 207/ 622-7900

Full Page ad
7-1/2" X 9-7/8"

1/3 Page ad
7-1/2" X 3-3/16"

PLEASE NOTE: First dimension is width; second dimension is height

