

Association Newsletter

Advertising Information/Contract



Issuance: Spring and Fall
Circulation: Approximately 2100 Florida West Coast Dentists
Contract Deadlines: 2 months prior to publishing
Cancellation: Ad cancellations will not be accepted after the contract deadline.
Spring: Jan 1st, Fall: August 1st

WEST COAST
ASSOCIATION

A COMPONENT OF THE
AMERICAN & FLORIDA DENTAL ASSOCIATIONS

Advertising Rates per Issue:

Full Page:	8" x 10.125"	\$778.05	Page:	8.5" x 11"
Half Page:	8" x 4.875" Horizontal	\$409.50	Color:	Full Color
Quarter Page:	3.875" x 4.875" Vertical	\$245.70	Screen:	Yes
Eighth Page:	3.875" x 2.5"	\$131.04	Bleed:	None
Vendor/Non Mbr.	25 words or less	\$ 66.00	Commission:	None
Classified:	each extra word	\$1.10	Special Position:	None
Member Classified:	25 words or less	\$33.00	Printing Method:	Offset
	each extra word	\$1.10	Paper:	80lb. Gloss Text
Insert:	7.5" x 10" per 2000	\$900.90		

Reproduction:

Digital File – File formats accepted:

Press Quality PDF File - 300 dpi.

Tag Image File Format – TIF 300 dpi.

Encapsulated Postscript – EPS 300 dpi.

All digital files need to be either grayscale or CMYK.

Company Name: _____ Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

CC # (V/MC): _____ Exp: _____

CVV Code: _____ Please indicate size of ad desired: _____

Month/Months to run: _____

This is authorized by: _____ Date: _____

(Signature)

Please forward this agreement with Check/Visa/MasterCard and digital art files to the WCDDA.

(Art files can be emailed to: kelsey@wcdental.org)

All advertising is subject to the approval of the editorial staff. The editorial staff reserves the right to reject any advertising and to edit as deemed appropriate. The editorial staff does not assume liability to content of advertising matter. Additional charges may apply for photos, screens, typesetting and any graphic preparation. Rates effective January 2011 (subject to revision).

To view samples of past newsletters, please visit: www.wcdental.org/wcd_professionals/newsletters.html

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