

DISPLAY ADVERTISING DEADLINES

Issue/ Publication	Insertion Orders Due	Display Ad Due
January <i>Journal</i>	November 25	December 9
February <i>News</i>	December 30	January 6
March <i>Journal</i>	January 27	February 10
April <i>Journal</i>	February 24	March 10
May <i>News</i>	March 24	April 14
June/July <i>Journal</i>	May 5	May 26
August/September <i>Journal</i>	July 14	July 28
October <i>News</i>	August 25	September 15
November <i>Journal</i>	September 29	October 13
December <i>News</i>	November 3	November 17

BLACK & WHITE DISPLAY AD RATES

PAGE	1X	3X	6X	10X
FULL	\$1,173	\$1,070	\$903	\$809
HALF	739	679	587	507
THIRD	582	545	471	418
QUARTER	478	430	389	331
SIXTH	436	405	357	303

COLOR RATES

- \$900 per full page; \$600 per fraction for four-color
- \$650 per page or fraction for each standard or PMS color

COVER RATES

	1X	3X	6X	10X
COVER II	\$2757	\$2651	\$2569	\$2405
COVER III	2632	2564	2444	2348
COVER IV	2948	2789	2698	2588

(Only four-color advertising accepted for covers.)

There is a 15% charge for requested positions, excluding covers. \$55 layout charge (min.).

DISPLAY ADVERTISING UNIT SIZES

	Width	x	Height
Full Page	7 1/2		9 3/4
Half-Horizontal	7 1/2		4 3/4
Half-Vertical	3 5/8		9 3/4
Island-Half	4 3/4		7 1/2
Third-Vertical	2 3/8		9 3/4
Third-Square	4 5/8		4 1/2
Quarter	3 5/8		4 3/4
Sixth	2 3/8		4 3/4

DISPLAY ART REQUIREMENTS

Preferred format: High resolution .pdf

NYS DJ Digital Edition

Your NYS DJ display ad appears in exact replica of print edition on NYSDA website featuring page-flip feature. Ads in NYS DJ Digital Edition include live link to advertiser website. Cost: \$50.00/issue plus display ad rate. Use the "Digital Edition" column on Insertion Order form to reserve.

ADVERTISING COMMISSIONS

- 15% to recognized agencies; net 30 days. Invoiced date of issue.
- 15% professional discount to dental societies.

DENTAD E-MAIL ADVERTISING

DentAD is an e-mail advertising opportunity that lets advertisers send special offers to NYSDA members. Delivered from NYSDA, DentAD e-mails are limited to one message per week. Follow-up data on open rates and click-thrus to advertiser website provided. Package discounts available for NYS DJ display advertising to supplement DentAD e-blasts. Contact NYS DJ Advertising Manager for information on scheduling and availability.

Rate: \$1,250

Art Requirements: .jpeg file not larger than 130KB; up to 550 pixels in width

CLASSIFIED ADVERTISING RATES

Print and Web

- Print plus web: \$60 for 45 words or less; 75 cents each additional word. Includes 30-day posting on NYS Dental.org.
- Web Only: \$40.00 for 30-day listing of 45 words or less; \$80 for 100 words or less. Logo or image in web posting: \$40 additional. Must be .jpeg; 285 pixels wide.

Associateship Listings

- If you are a doctor looking for an associateship position, advertise free-of-charge in 3 consecutive issues and 3 months on the NYSDA website.
- If you are a NYSDA member looking to hire an associate, advertise in 3 consecutive issues and on the NYSDA website for a one-time charge of \$45.
- Nonmember rates are \$60 for 3 consecutive issues. Listing runs both in print and online.

Copy limited to 30 words.

Blind Box Replies

\$10 additional charge per issue for NYS DJ Box Number.

Classified Box Display

All ads run 14 picas wide. Minimum depth one inch: \$80. Each additional 1/2 inch: \$25.

Mailing Instructions

Send all advertising inquiries, insertion orders and advertising materials to:

The New York State Dental Journal
 Attention: Advertising Manager
 email: jdeguire@nysdental.org
 20 Corporate Woods, Suite 602
 Albany, NY 12211

For more information

(518) 465-0044 or FAX (518) 465-3219
www.nysdental.org