



METRO DENVER  
DENTAL SOCIETY



2017  
media kit



# NUMBERS THAT WORK FOR YOU

**90%**

Of readers rate themselves as "satisfied" or higher with the *Articulator*.

**72%**

Of members rate the *Articulator* as an important part of their membership.

**120**

The number of years MDDS has served as the voice for Denver-area dentists.

**1,900**

Dental professionals receive the *Articulator* magazine.

**5,500**

Dental professionals receive the RMDC edition of the *Articulator* magazine.

**70%**

of licensed dentists in the metro area that receive the *Articulator*.

**+3,700**

Dental professionals receive the *Byte Register*.

**72%**

Of members rate the *Byte Register* as an important part of their membership.

The award-winning *Articulator* magazine is your connection to metro Denver dentists! As the official publication of the Metro Denver Dental Society (MDDS), this valued member benefit is a trusted source of information and an invaluable way to get your company in front of decision makers and tap into the buying power of the Denver dental market. Published quarterly, with a bonus Rocky Mountain Dental Convention (RMDC) edition, the *Articulator* provides Denver-area dental professionals with the latest local dental news, practice management tips, finance and medical news, community outreach information, dental education, membership announcements and programs and much more!

The *Byte Register* is the weekly e-newsletter of the Metro Denver Dental Society (MDDS) and provides quick "bites" of info for our members and other dental professionals in a timely manner. Perfect for connecting with customers on time-sensitive campaigns and promotions the *Byte* provides trackable statistics and proven ROI for marketing campaigns and product launches.

## Contact info

Metro Denver Dental Society 925 Lincoln St, Unit B Denver, CO 80203 Cara Stan, Director of Marketing & Communication  
Phone: (303) 488-9700 ext. 3270 Fax: (303) 488-0177 Email: [marcom@mddsdentist.com](mailto:marcom@mddsdentist.com)

# Editorial Opportunities

Articulator readers want to know more about the latest technology, practice management strategies and trends!  
Email [marcom@mddsdentist.com](mailto:marcom@mddsdentist.com) for more information or to submit an article for review.

## Ad Prices & Deadlines

2017 Ad Prices	1x Ad Cost	3x Ad Cost	5x Ad Cost
Full Page	\$975	\$860	\$745
1/2 Page	\$755	\$640	\$520
1/4 Page	\$640	\$550	\$465
1/8 Page	\$345	\$295	\$230
Inside Front Cover	\$1,260	\$1,150	\$1,030
Inside Back Cover	\$1,260	\$1,150	\$1,030
Outside Back Cover	\$1,490	\$1,375	\$1,260
Center Spread	\$1,722	\$1,605	\$1,490
Insert	\$1,150		

### 2017 Ad Deadlines

Edition	Space Reservation	Materials Due	Mails
1st Quarter	January 15	February 1	March
2nd Quarter	April 15	May 1	June
3rd Quarter	June 15	July 1	August
4th Quarter	August 15	September 1	October
RMDC	October 15	November 1	December

## Guidelines & Specifications

PDF preferred. Must be high resolution with fonts embedded, to size with type and all artwork in place. All files must be CMYK and at a resolution of 300 dpi. Ads in the following electronic formats will be accepted: EPS with all fonts converted to outlines and all links embedded; Photoshop versions EPS, PDF or TIF.

Byte Register Advertising Options	1 month(4x)	6 months(24x)	1 year (48x)
Banner (above fold): 450 px x 70 px	\$400	\$2,000	\$3,600
Banner (below fold): 450 px x 70 px	\$300	\$1,500	\$2,600
Left Column Box: 150 px x 350 px	\$350	\$3,300	\$3,300

*\*Ads must be at least 72dpi*

The diagram illustrates five different ad sizes with their dimensions and bleed requirements:

- Full Page or Cover:** Full Page (no bleed) 7.5" x 10"; Full Page Bleed 8.75" x 11.25"
- 1/2 Page Horizontal:** 7.5" x 5"
- 1/2 Page Vertical:** 4" x 10"
- 1/4 Page:** 4" x 5"
- 1/8 Page:** 3.5" x 2.5"

# Articulator and Byte Register Advertising Space Agreement

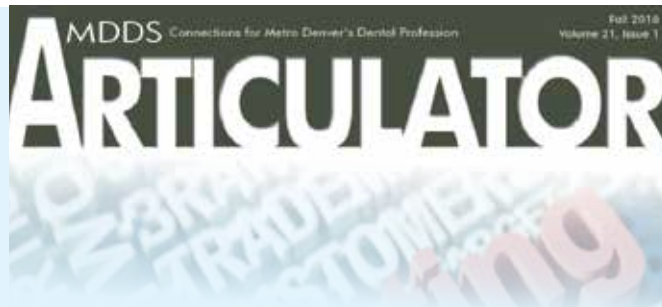
Advertisers receive a complimentary subscription for the duration of the contract.

Agreement. I/we have studied the advertising rates, guidelines and specifications and authorize MDDS to insert the following advertisement(s) in the Articulator and/or Byte Register. I/we understand our advertisement(s) in the Articulator will begin appearing in the first available edition based on closing dates. Advertisements for the Byte Register will begin appearing on the first Friday on or after the Start Date listed below. Space reservations and materials are due as posted below. Advertising space is limited and available on a first-come, first-served basis.

Signature \_\_\_\_\_ Date \_\_\_\_\_

The MDDS *Articulator* is issued five (5) times per calendar year:

- |   |   |
|---|---|
| <input type="checkbox"/> Ad Size (width x height, select one) | <input type="checkbox"/> Full Page No Bleed   |
| <input type="checkbox"/> Center Spread                        | <input type="checkbox"/> Half Page Horizontal |
| <input type="checkbox"/> Inside Front Cover                   | <input type="checkbox"/> Half Page Vertical   |
| <input type="checkbox"/> Inside Back Cover                    | <input type="checkbox"/> Quarter Page         |
| <input type="checkbox"/> Back Cover                           | <input type="checkbox"/> Eighth Page          |
| <input type="checkbox"/> Full Page Bleed                      | <input type="checkbox"/> Full Page Insert     |



**Number of Issues (select one):**  One (1) Issue  Three (3) Issues  five (5) Issues

**First Contracted Issue (issue and year):** \_\_\_\_\_ **Last Contracted Issue (issue and year):** \_\_\_\_\_

The MDDS *Byte Register* is issued forty-eight (48) times per calendar year:

**Ad Type (width x height, select one)**

- Banner (above fold)
- Banner (below fold)
- Left Column Box

\*Ads must be at least 72dpi



**Number of Runs (select one):**  1 month (4 runs)  6 months (24 runs)  1 year (48 runs)

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_ Email \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Company Address \_\_\_\_\_

City-State-ZIP \_\_\_\_\_

**Subtotal Articulator \$** \_\_\_\_\_ **Subtotal Byte Register \$** \_\_\_\_\_ **Total Advertising \$** \_\_\_\_\_

**Choose one of the following payment options:**

Check here to pay TOTAL amount of the advertising contract  Check here to pay per issue based on your multiple-issue advertising contract

**Payment Method (select one):**  Check  Credit Card (complete the following information)

Card # \_\_\_\_\_ Expiration \_\_\_\_\_ V-Code (required) \_\_\_\_\_

Billing Address (if different from above) \_\_\_\_\_

City-State-ZIP \_\_\_\_\_

Print Cardholder Name \_\_\_\_\_ Cardholder Signature \_\_\_\_\_

I authorize Metro Denver Dental Society to charge the agreed amount listed above to my credit card provided herein. I agree that this Authorization will be effective on the date listed above. I understand and consent to the use of my credit card without my signature on the charge slip, that a photocopy or fax of this agreement will serve as an original and this Credit Card Authorization cannot be revoked.

MDDS reserves the right, in its sole discretion, to accept or reject advertising in its publications for any reasons including, but not limited to, materials which are offensive, defamatory or contrary to the best interests of MDDS. Advertiser represents and warrants the advertising is original; it does not infringe the copyright, trademark, service mark or proprietary rights of any other person; it does not invade the privacy rights of any person; and it is free from any libel, libelous or defamatory material. Advertiser agrees to indemnify and hold MDDS harmless from and against any breach of this warranty as well as any damages, expenses or costs (including attorney's fees) arising from any claims of third parties. The MDDS Advertising Policy is made a part of this agreement. MDDS makes every effort to publish the *Articulator* timely with the intent for it to land in the posted month, however we cannot be held responsible for unforeseen circumstances causing it to land before or after the posted month of the respective issue.

Mail or fax this agreement to:

*Articulator*

Metro Denver Dental Society  
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Fax: (303) 488-0177  
Contact: Cara Stan (303) 488-9700 x3270  
E-mail: marcom@mddsdentist.com