2012 Articulator Advertising Kit

The Metropolitan Denver Dental Society (MDDS) has been serving as the voice for the Denver dental community for over 100 years. MDDS's primary communication vehicle, the award winning Articulator, is published five times each year. It contains the latest in local dental news, as well as practice management information, finance and medical news, volunteer activities, dental education, dental ethics, public and community relations, membership announcements and benefits and other items of interest from the world of dentistry. Approximately 75% of all licensed dentists in the metro Denver area receive the Articulator. The Articulator readership is 2000+ and consists of dentists, hygienists, dental assistants, office managers and lab technicians. For further information on advertising in the Articulator contact:

The Articulator
Metropolitan Denver Dental Society
3690 S. Yosemite St., # 200
Denver, CO 80237
Phone: (303) 488-9700, ext. 3270
Fax: (303) 488-0177
E-mail: jmauterer@mddsdentist.com

2012 Articulator Deadlines, Pricing & Sizes

Edition	Space Reservation	Materials Due
Spring (March/April)	Jan 15	Feb 1
Summer (June)	Mar 15	May 1
Fall (Aug/Sept)	June 15	July 1
Winter* (Oct/Nov)	Aug 15	Sept 1
RMDC (Jan)	Nov 15	Dec 1

**Full page inserts cannot be purchased for this edition*

4-Color - Now ALL ads are full color!

Size/Position	1-issue	3-issue	5-issue Full Year Special
Center Spread (2 interior pages)	$1,500.00/issue	$4,200.00 ($1,400.00/issue)	$6,500.00 ($1,300.00/issue)
Back Cover	$1,300.00/issue	$3,600.00 ($1,200.00/issue)	$5,500.00 ($1,100.00/issue)
Inside Front or Back Cover	$1,100.00/issue	$3,000.00 ($1,000.00/issue)	$4,500.00 ($900.00/issue)
Full Page Interior	$850.00/issue	$2,250.00 ($750.00/issue)	$3,250.00 ($650.00/issue)
Half Page Interior	$650.00/issue	$1,650.00 ($550.00/issue)	$2,250.00 ($450.00/issue)
Quarter Page	$550.00/issue	$1,425.00 ($475.00/issue)	$2,000.00 ($400.00/issue)
One Eighth Page	$300.00/issue	$750.00 ($250.00/issue)	$1,000.00 ($200.00/issue)
Full Page Insert (you provide inserts) maximum 3 per issue	$1000.00/issue	N/A	N/A

The December/January edition of the Articulator is the Rocky Mountain Dental Convention edition.

This Articulator will contain extra material specific to the RMDC, and will be circulated to the entire Colorado Dental Association, as well as non-resident RMDC attendees.

Estimated readership of the RMDC Articulator is 5,000.

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Metropolitan Denver Dental Society

Mechanical requirements Technical information

Center Spread	17.25” x 11.125”	Live areas will be trimmed 1/8” on left and right sides
Full Page (no Bleed)	7.5” x 10”	1/2” white border around ad
Full Page Bleed	8.75” x 11.25”	Trim size 8.5 x 11 (ad image extends to all 4 edges)
Half Page Horizontal	7.5” x 5”	
Half Page Vertical	4” x 10”	
Quarter Page Vertical only	4” x 5”	
One Eighth Page	3.5” x 2.5”	
Full Page Insert	8.5” x 11”	*See below for more details.*

Inserts: Advertiser is responsible for printing and delivering 2,000 pieces, (4000 for the Dec/Jan RMDC Articulator) to the MDDS office. The Articulator will insert and tab them into the edition. Size of insert is 8.5” x 11.” (MDDS can refer graphic design/printer) No card stock, 100# paper weight max. NOTE: Oct/Nov issue is not available for insert advertising.

Electronic Media Specs

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; **Quark file formats will NOT be accepted.**

Any questions regarding these specs, contact:

Chris Nelson

MDDS Creative Manager
creative@mddsdentist.com
(303) 480-9700 x3276

Editorial & Advertising Contact

Jason Mauterer

MDDS Director of Marketing and Communications
(303) 488-9700 x3270
E-mail: jmauterer@mddsdentist.com

Metropolitan Denver Dental Society
3690 South Yosemite Street, Suite 200,
Denver, CO 80237
www.mddsdentist.com

Advertising Policy

All advertising submitted will be subject to approval by the editors of the Articulator. The publisher does not assume liability for the content of advertising matter. Acceptance of advertising for publication in no way constitutes professional approval or endorsement of the products and services advertised. The Metropolitan Denver Dental Society (MDDS) reserves the right to reject, delete or reword copy. MDDS also reserves the right to place the word "advertisement" in any submitted advertisement copy.

Payment Terms:

Submit payment with Articulator Space Agreement. If you choose to be invoiced, payment is net 30 days. A monthly statement will be mailed to any advertiser with a balance owed. Any advertiser whose account is more than ninety (90) days past due may not advertise in the current issue or any further issue unless the account is paid in full. Any accounts ninety (90) or more days past due are subject to collection. In the event of non-payment, the publisher reserves the right to hold the advertiser and/or advertising agency jointly liable for the monies that are due and payable to the publisher. Insertion orders generated by advertising agencies containing payment disclaimer clauses will not be acknowledged. Cancellations after the published closing date will not be accepted and the advertiser is liable for the cost of scheduled advertisement.

Checks should be made payable to:
Metro Denver Dental Society
3690 S. Yosemite St., Ste. 200
Denver, CO 80237

Classified Advertising:

All MDDS members receive one free classified ad per calendar year, thereafter MDDS members will be charged $25 per ad. Non-MDDS members will be charged $50 per ad. The Articulator reserves the right to edit ads for clarity and to refuse any ad deemed inappropriate by the editors.

Advertisement Cancellation:

Thirty (30) days written notice is required on canceled contracted advertising space. A full refund less $50 (administrative fee) will be returned to the advertiser.

Advertising Standards:

All advertising must conform to the official published standards of the American Dental Association (http://www.ada.org/2838.aspx). Contact MDDS at (303) 488-9700, extension 3270 for a copy of ADA Advertising Standards.

Ad Delivery Instructions:

Send your signed Advertising Space Agreement, ad and any instructions to:

Articulator

Metropolitan Denver Dental Society
3690 South Yosemite Street, Suite 200, Denver, CO 80237
Fax: (303) 488-0177

Contact: Jason Mauterer (303)488-9700 x3270
E-mail: jmauterer@mddsdentist.com

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ARTICULATOR

Articulator Advertising Space Agreement

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

Agreement. I/we have studied the Display Advertising Rates & Specifications and authorize MDDS to insert the following advertisement(s) in the Articulator. I/we understand our advertisement will begin appearing in the first available edition based on closing dates. Space reservations and materials are due as posted (see page 1 of the 2011-2012 The Articulator Advertising Kit).

Signature _____ Date _____

The MDDS Articulator is issued 5 times per calendar year:

Issue(s)	Size	___ Full Page Bleed
March/April _____	___ Center Spread	___ Half Page Horizontal
May/June _____	___ Inside Front Cover	___ Half Page Vertical
Aug/Sept _____	___ Inside Back Cover	___ Quarter Page
Oct/Nov _____	___ Back Cover	___ Eighth Page
Dec/Jan RMDC Articulator_____	___ Full Page	___ Full Page Insert

Company Name as it should appear in Index to Advertisers*_____

Contact Name _____ Email_____

Phone (_____) _____ Fax (_____) _____

Company Address _____

City-State-ZIP _____

**Index to Advertisers is published on a space-available basis.*

Total Advertising $ _____ Choose from the following payment options:

___ Check Enclosed # _____ Amount $ _____

___ Check here to receive invoice for TOTAL

___ Check here to authorize credit card charge for TOTAL (The Articulator accepts all major credit/debit cards)

Card # _____ Expiration _____ V-Code (required) _____

Billing Address (if different from above) _____

City-State-ZIP _____

Print Cardholder Name _____Cardholder Signature _____

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.

Mail or fax this agreement to:

Articulator
Metropolitan Denver Dental Society
3690 South Yosemite Street, Suite 200, Denver, CO 80237
Fax: (303) 488-0177
Contact: Jason Mauterer (303)488-9700 x3270
E-mail: jmauterer@mddsdentist.com

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ARTICULATOR

Articulator Classified Advertising Space Agreement

Articulator closing date for classified advertisements is one month prior to publication (for example, March/April issue closes February 1). Payment must accompany worksheet. MDDS does not invoice for classified advertisements. Ad(s) will be published in first available issue of Articulator, and cancellations cannot be guaranteed due to printing schedules. All copy is subject to review and approval by MDDS. IMPORTANT: Advertiser is responsible for cancelling and renewing ads.

Copy for additional ads - use one form per ad

Check One Below:

___ For Sale or Lease (practices/real estate)

___ Dentists Wanted

___ Associate Positions

___ Dental Team Positions

___ Positions/Practices Wanted

___ Marketplace (items for sale)

___ Services (for vendors)

___ Events/Educational Opportunities

___ **Number of issues your ad should run**

(ad will appear in first available issue)

Print or Type Ad in Space Below or email ad copy to pr@mddsdentist.com

_____

_____

_____

_____

_____

_____

_____

_____

_____

PRICE PER ISSUE - MDDS Members:

Articulator - First 30 words $25.00, additional words 35 cents per word $ _____/issue

PRICE PER ISSUE - Non-Members:

Articulator – First 30 words $50.00, additional words $1.00 per word $ _____/issue

METHOD OF PAYMENT:

☐ Check #_____ ☐ Credit/Debit Card

Name _____ MDDS Member # _____ Email _____

Company _____ Street Address _____

_____

City-State-ZIP _____ Daytime Phone (_____) _____ Fax (_____) _____

Credit/Debit Card Number _____ Exp _____ V-Code (required) _____

PRINT Cardholder Name _____

Cardholder Signature _____

Billing Address if different from above _____

Mail or fax with payment to:

Articulator
Metropolitan Denver Dental Society
3690 South Yosemite Street, Suite 200, Denver, CO 80237
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Contact: Jason Mauterer (303)488-9700 x3270
E-mail: jmauterer@mddsdentist.com

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ARTICULATOR

Articulator Subscription Order Form

The Articulator is the official journal of the Metropolitan Denver Dental Society and is published 5 times per calendar year. MDDS members receive the Articulator as part of their dues. Non-members may subscribe. To order the Articulator, please complete this form and mail or fax with payment.

Check One:

___ One-year $20.00 domestic, $35.00 international (includes Canada and Puerto Rico)

___ Two-year $35.00 domestic, $55.00 international (includes Canada and Puerto Rico)

Name of Addressee _____

Email _____

Company Name _____

Mailing Address _____

_____

City-State-ZIP _____

Daytime Phone (____) _____ Fax (____) _____

Payment Must Accompany Order. The Articulator accepts all major credit/debit cards.

☐ Check #_____ ☐ Credit/Debit Card (MDDS accepts all major cards)

Credit/Debit Card Number _____

Exp _____ V-Code (required) _____

PRINT Cardholder Name _____

Cardholder Signature _____

Billing Address if different from above _____

_____

Mail or fax with payment to:

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Metropolitan Denver Dental Society
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