

**OUTSHINE**

**THE COMPETITION**

**LET MDDS HELP  
YOU ILLUMINATE  
YOUR BUSINESS**



# NUMBERS THAT WORK FOR YOU

**90%**  
Of *Articulator*  
readers rate  
themselves as  
"satisfied" or  
higher.

**80%**  
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.

**1,800**  
Dental  
professionals  
receive the  
*Articulator*.

**70%**  
of licensed  
dentists in the  
metro area  
receive the  
*Articulator*.

**5,500**  
Dental  
professionals  
receive the  
RMDC Edition of  
the *Articulator*.

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. The *Articulator* is 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, including a special 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!

**+1,800**  
Dental  
professionals  
receive the *Byte*  
Register.

The *Byte Register* is the weekly e-newsletter of the Metro Denver Dental Society (MDDS) and provides quick "bites" of information 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

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# 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

| Articulator Ad Prices* | 1x Ad Cost        | 3x Ad Cost        | 4x Ad Cost        |
|------------------------|-------------------|-------------------|-------------------|
| Full Page              | \$918   \$1,020   | \$810   \$900     | \$702   \$780     |
| 1/2 Page               | \$711   \$790     | \$603   \$670     | \$490   \$545     |
| 1/4 Page               | \$603   \$670     | \$517   \$575     | \$441   \$490     |
| 1/8 Page               | \$324   \$360     | \$279   \$310     | \$216   \$240     |
| Inside Front Cover     | \$1,188   \$1,320 | \$1,085   \$1,205 | \$972   \$1,080   |
| Inside Back Cover      | \$1,188   \$1,320 | \$1,085   \$1,205 | \$972   \$1,080   |
| Outside Back Cover     | \$1,408   \$1,565 | \$1,300   \$1,445 | \$1,192   \$1,325 |
| Center Spread          | \$1,629   \$1,810 | \$1,516   \$1,685 | \$1,408   \$1,565 |
| Insert                 | \$1,089   \$1,210 |                   |                   |

| Byte Register Ad Prices*            | 1 month(4x)   | 6 months(24x)     | 1 year (48x)      |
|-------------------------------------|---------------|-------------------|-------------------|
| Banner (Above Fold): 450 px x 70 px | \$360   \$400 | \$1,800   \$2,000 | \$3,240   \$3,600 |
| Banner (Below Fold): 450 px x 70 px | \$270   \$300 | \$1,350   \$1,500 | \$2,340   \$2,600 |

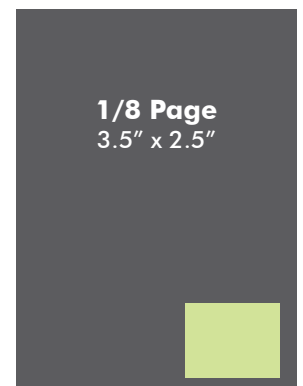
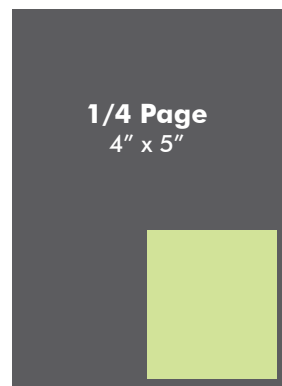
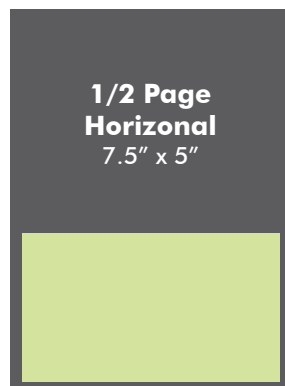
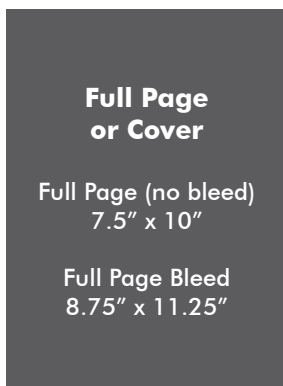
\*Vendor Member/Non-Vendor Member Rates

## Articulator Ad Deadlines

| Edition          | Space Reservation | Materials Due | Mails     |
|------------------|-------------------|---------------|-----------|
| 1st Quarter      | January 14        | February 1    | March     |
| 2nd Quarter      | April 15          | May 1         | June      |
| 3rd Quarter      | July 15           | August 1      | September |
| 4th Quarter/RMDC | October 14        | 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 ads must be at least 72 dpi.



# Articulator and Byte Register Advertising Space Agreement

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

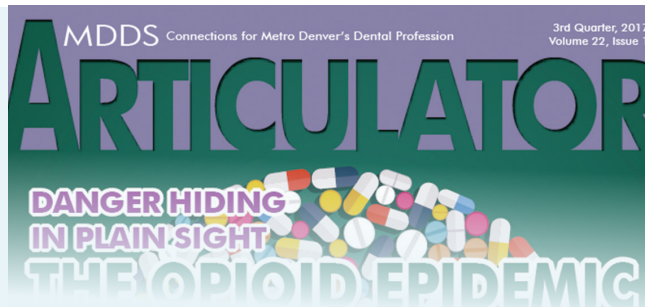
Agreement. I/we have studied the advertising rates, guidelines and specifications and authorize MDDS to insert the following advertisement(s) in the *Articulator* and/or *Byte Register*. I/we understand our advertisement(s) in the *Articulator* will begin appearing in the first available edition based 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 four (4) times per calendar year:

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

- |   |   |
|---|---|
| <input type="checkbox"/> Center Spread      | <input type="checkbox"/> Full Page No Bleed   |
| <input type="checkbox"/> Inside Front Cover | <input type="checkbox"/> Half Page Horizontal |
| <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  Two (2) Issue  Three (3) Issues  Four (4) 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*

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