ODA Today: Ohio's only statewide dental publication

ODA Today represents all factors of dentistry

- General practice
- Orthodontics
- Periodontics
- Oral surgery
- Pediatric dentistry
- Endodontics
- Dental public health
- Oral and maxillofacial pathology
- Oral and maxillofacial radiology
- Oral and maxillofacial surgery
- Dentofacial orthopedics
- Prosthodontics

The more ads you place, the better the rate!

Choose from sixteenth-page to full-page ads!

Why advertise in *ODA Today*?

- Easy access to Ohio's billion-dollar dental market
- Visibility in Ohio's premiere dental publication
- Generate increased name recognition in the dental community
- Build ODA member relationships
- Receive free staff assistance to help ensure high-quality ad placement and final look
- Classified ads posted on the "members only" portion of the ODA Web site – www.oda.org – at no additional cost

Reach 78% of Ohio's dentists with just one ad!

What is *ODA Today*?

A publication of the Ohio Dental Association, *ODA Today* serves as the main outlet for dental news in Ohio. Nearly 78% of Ohio's dentists are Ohio Dental Association members, and by advertising in *ODA Today*, you can reach over 5,500 dentists and their staffs each month you advertise.

ODA Today readers look to the publication to provide the latest news and information on current events affecting dentistry, dental insurance, policies, legal issues, practice management, announcements, tips and other important member information. *ODA Today* is not a scientific journal.

ODA Today is published monthly, twelve times a year, and is mailed to all Ohio Dental Association members throughout the state of Ohio. Faculty and students at Ohio's two dental schools — The Ohio State University College of Dentistry and Case Western Reserve University School of Dental Medicine – also receive *ODA Today*.

Additionally, once a year, *ODA Today* is mailed to all licensed Ohio dentists, giving you an opportunity to reach more than 7,000 dentists and their staffs at one time.

Look inside for the 2013 advertising rates, complete and return the contract and start reaching Ohio's dentists!

Advertising Options

You can choose several ways to advertise in *ODA Today*:

- Display advertising
- Classified advertising (posted online and in print)
- Postcard inserts

Each advertising option has its own set of standards, requirements, deadlines and pricing. See specifications on this page.

Payment Policies

Display advertisements

Established *ODA Today* display advertisers will be billed monthly after submitting a completed order form. New display advertisers are required to pay in advance for the first three ads. Subsequent billing of ads is determined by the *ODA Today* advertising manager.

Classified advertisements

Classified advertisers must pay at least one month in advance.

Types of payment

The ODA accepts check, Visa, MasterCard and American Express.

Contact Information

Ohio Dental Association
Publications Department
1370 Dublin Road
Columbus, OH 43215
Phone: (614) 486-2700
Fax: (614) 486-0381
www.oda.org

Amy Szmania
Advertising Manager
Phone: (614) 486-2700
Fax: (614) 486-0381
Email: amy@oda.org

Pricing and Specifications

All advertisements will be accepted at the sole discretion of the Ohio Dental Association. Additional charges may apply if advertisements do not follow specifications.

Display Ads

Advertisement Dimensions

Full page	9.5″ wide x 15.63″ high
Half-page Horizontal	9.5″ wide x 7.78″ high
Half-page Vertical	7.08″ wide x 10.38″ high
Quarter-page Horizontal	7.08″ wide x 5.17″ high
Quarter-page Vertical	4.67″ wide x 7.78″ high
Eighth-page	4.67″ wide x 3.86″ high
Sixteenth-page	4.67″ wide x 1.91″ high

Advertising Rates

Full-color Ads (CMYK)

Ad Size	1-3x Rate	4-11x Rate	12x Rate
Full page	$1,465	$1,390	$1,245
1/2 page	$1,045	$990	$885
1/4 page	$625	$605	$550
1/8 page	$370	$360	$335

2-color Ads (Black, White and PMS 5545)

Ad Size	1-3x Rate	4-11x Rate	12x Rate
Full page	$1,200	$1,150	$1,030
1/2 page	$755	$720	$645
1/4 page	$460	$440	$380
1/8 page	$265	$255	$235
1/16 page	$155	$150	$135

1-color Ads (Black and White)

Ad Size	1-3x Rate	4-11x Rate	12x Rate
Full page	$1,170	$1,130	$945
1/2 page	$730	$690	$620
1/4 page	$435	$415	$365
1/8 page	$240	$230	$205
1/16 page	$145	$135	$125

Full-color ads are CMYK (Cyan, Magenta, Yellow, Black). Two-color ads are black, white and PMS 5545 only. One-color ads are black and white only.

Advertisement Specifications

File format

The following electronic files are accepted for display advertising:

- Adobe PDF (.pdf) - preferred format
- Adobe Illustrator (.ai)
- Adobe InDesign (.indd)
- Adobe Photoshop (.psd)
- Final EPS Image (.eps)

All graphic files must be saved in CMYK color mode. All PDF files must have embedded fonts.

Electronic files may be submitted via email or mailed on CD. In addition to the advertisement artwork, the following must be submitted if applicable:

- Original (native) design file
- Font files
- Full-color hard copy

Deadlines

Insertion Orders

- Insertion orders for **all ads** must be submitted by the **1st of the month prior to publication**. (Example: Insertion orders for ads running in July should be submitted by June 1.)

Artwork

- Artwork for **new and updated ads** must be submitted by the **1st of the month prior to publication**. (Ex. Artwork for ads running in July should be submitted by June 1.)
- Artwork for ads that have been **previously submitted and scheduled to re-run as-is** should be **confirmed on the insertion order**.

General Advertising Information

- A completed display advertising insertion order is required at the time of ad submission to reserve space in *ODA Today*.
- Display ad cancellations must be received in writing by the 1st of the month prior to publication. (Example: A cancellation for an ad to run in July must be received by June 1).
- Rates depend on size and color options.
- Reduced rates are offered for multiple placements.
- Agency discounts are not available.
- A 2 pt. black border is automatically added to every advertisement. Please do not include your own border unless you have an alternative color border.

Classified Ads

Classified advertisements appear in each issue of *ODA Today*. The cost is $55 for ODA members ($88 for non-members) for the first 40 words. Each additional word is $1.

Ads may be submitted via email, mail or fax to the attention of Amy Szmania, advertising manager (contact information to the left). Ads may also be submitted online at www.oda.org.

Classified ads are posted in the "members only" portion of the ODA Web site.

The deadline to place, cancel or modify classified ads is the 1st of the month prior to the month of publication.

Postcard Inserts

The ODA offers an alternative advertising option: postcard-sized inserts at $885 for one month or $800/month for three months or more.

Display advertising specifications apply (see above).

The advertiser is responsible for creating and producing the insert and shipping it to the ODA's printer no later than the 20th of the month prior to publication.

For more information, contact Amy Szmania, advertising manager.

ODA Today

A publication of the Ohio Dental Association focusing on dentistry in Ohio

ODA Today
2013 Display Advertising Insertion Order

Make a copy of this insertion order for your records

CONTACT INFORMATION

Advertiser Name _____

Address _____

City, State, Zip _____

Contact Person _____ Phone _____

Email _____

Complete if applicable:

Agency* _____

Address _____

City, State, Zip _____

Contact Person _____ Phone _____

Email _____

PAYMENT INFORMATION

Cost of advertisement: $ _____

☐ Check (enclosed)

☐ Visa ☐ MasterCard ☐ American Express

Please bill credit card in the amount of $ _____

Credit Card Number _____ Exp. Date _____

Name on Card _____

ADVERTISEMENT SPECIFICATIONS

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- Font files
- Full-color hard copy

Exceptions and conditions apply. See the opposite page in this 2013 *ODA Today* media kit for complete advertisement specifications and requirements, or contact Amy Szmania, ODA advertising manager, at (614) 486-2700 or amy@oda.org.

AGREEMENT OF TERMS AND CONDITIONS

By signing this agreement you agree to abide by all terms and rules as published in this form and within the media kit.

Signature _____ Date _____

Who we are

The Ohio Dental Association, a constituent society of the American Dental Association, has served Ohio's practicing dentists since 1866. The ODA is comprised of 25 component societies in Ohio and serves each of Ohio's 88 counties.

What we do

Nearly 78% of Ohio's practicing dentists – more than 5,500 – are ODA members. Through publications like *ODA Today,* members have access to important information that affects their dental practice, covering areas such as Ohio rules and regulations, practice management and current events.

AD SIZE

☐ Full page (9.5"w x 15.63"h)

☐ Half-page Horizontal (9.5"w x 7.78"h)

☐ Half-page Vertical (7.08"w x 10.38"h)

☐ Quarter-page Horizontal (7.08"w x 5.17"h)

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☐ Eighth-page (4.67"w x 3.86"h)

☐ Sixteenth-page (4.67"w x 1.91"h)

☐ Postcard Insert

AD COLOR

☐ Full-color (CMYK)

☐ Two-color (Black, White and PMS 5545)

☐ One-color (Black and White)

AD FREQUENCY

☐ 1-3 Times

☐ 4-11 Times

☐ 12 Times

ISSUES DESIRED**

☐ January 2013 ☐ July 2013

☐ February 2013 ☐ August 2013

☐ March 2013 ☐ September 2013

☐ April 2013 ☐ October 2013

☐ May 2013 ☐ November 2013

☐ June 2013 ☐ December 2013

Send completed order forms to the Ohio Dental Association, 1370 Dublin Road, Columbus, OH 43215 or fax to (614) 486-0381. You may also send a completed form via email to amy@oda.org.

* The ODA does not give agency discounts.

** Advertisement spacing is limited and is sold on a first-come, first-served basis.

Ohio Dental Association
1370 Dublin Road
Columbus, Ohio 43215

OHIO DENTAL ASSOCIATION
Informing - Representing - Serving

Want to reach over 5,500 dentists and their staffs each month?

Advertise in ODA *Today*!

2013 ODA *Today* Media Kit