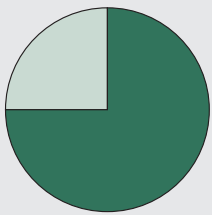


ODA Today

2017 Media Kit

With a circulation of nearly 5,000, the Ohio Dental Association's monthly publication, the "ODA Today," is the most effective way to reach dentists, dental specialists and their staffs in Ohio. Dentists throughout the state look to the "ODA Today" for the latest news and information on current events affecting dentistry, dental insurance, policies, legal issues, practice management, announcements, tips and other important information.



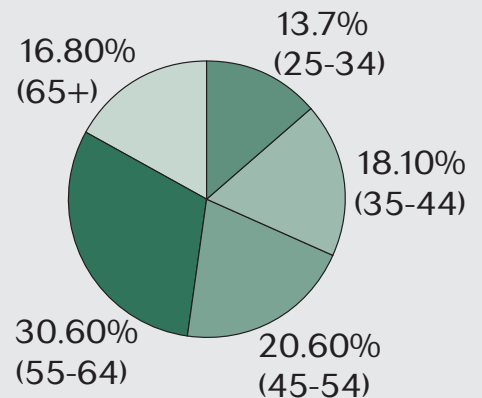
The "ODA Today" reaches nearly **75%** of Ohio dentists

The "ODA Today" reaches nearly **5,000** Ohio dentists



1 in 3 readers report responding to an advertisement in the "ODA Today"

Ohio Dental Association Age Demographics



Visit www.oda.org/advertising for more information

Display Ad Pricing and Specifications

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
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
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

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.

Deadline

Insertion orders and artwork 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.)

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.)
- A black border is automatically added to advertisements without a border.
- All advertisements will be accepted at the sole discretion of the Ohio Dental Association. Additional charges may apply if advertisements do not follow specifications.
- The ODA does not give agency discounts.
- Advertisement spacing is limited and is sold on a first-come, first-served basis.

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. For more information, contact Amy Szmania, advertising manager at amy@oda.org or (614) 486-2700.

Contact Us

Amy Szmania | Advertising Manager

Phone: (614) 486-2700 | Fax: (614) 486-0381

Email: amy@oda.org | www.oda.org

Ohio Dental Association Publications Department
1370 Dublin Road | Columbus, OH 43215

2017 Display Ad Insertion Order

Step 1

Complete the form below or visit www.oda.org/advertising to complete an online form.

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 Discover

Please bill credit card in the amount of \$ _____

Credit Card Number _____ Exp. Date _____

Name on Card _____

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 _____

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.

Step 2

Email your artwork to amy@oda.org.

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)
- Quarter-page Vertical (4.67"w x 7.78"h)
- 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 2017 July 2017
- February 2017 August 2017
- March 2017 September 2017
- April 2017 October 2017
- May 2017 November 2017
- June 2017* December 2017

*The June issue of the ODA Today is mailed to all licensed dentists in Ohio.

Visit www.oda.org/advertising to submit your order online