

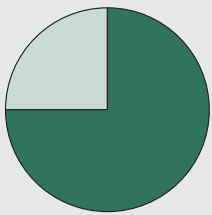
# ODA Today

## 2018 Media Kit

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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.

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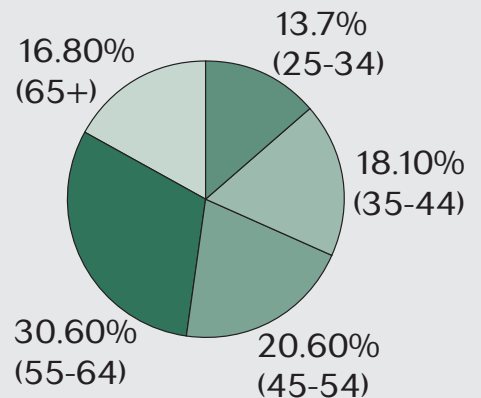
The "ODA Today" reaches nearly **75%** of Ohio dentists

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](http://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).
- There is no guaranteed date on which "ODA Today" will be delivered to members. If an ad is time sensitive, please plan accordingly and place the ad the month prior to the date mentioned in the ad.
- 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

# 2018 Display Ad Insertion Order

## Step 1

Complete the form below or visit [www.oda.org/advertising](http://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](mailto:amy@oda.org).

## Step 2

Email your artwork to [amy@oda.org](mailto:amy@oda.org).

### AD SIZE

- Full page (9.5"w x 15.63"h)
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- 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

- |  |   |
|--|---|
| <input type="checkbox"/> January 2018  | <input type="checkbox"/> July 2018      |
| <input type="checkbox"/> February 2018 | <input type="checkbox"/> August 2018    |
| <input type="checkbox"/> March 2018    | <input type="checkbox"/> September 2018 |
| <input type="checkbox"/> April 2018    | <input type="checkbox"/> October 2018   |
| <input type="checkbox"/> May 2018      | <input type="checkbox"/> November 2018  |
| <input type="checkbox"/> June 2018*    | <input type="checkbox"/> December 2018  |

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

Visit [www.oda.org/advertising](http://www.oda.org/advertising) to submit your order online