



Impressions Magazine

ADVERTISING INSERTION AGREEMENT

Publication of the Orange County Dental Society

790 The City Drive, Suite 450 ● Orange, California 92868 ● Off: 657-223-0440 ● Email: advertising@ocds.org

Advertising Rates & Insertion Order

<u>Check Appropriate Boxes:</u>	<u>1 Time Print & Digital</u>	<u>1 Time Digital</u>	<u>Annual Rate (4 Issues)</u>
<input type="checkbox"/> FULL PAGE 8.6 X 11.25	<input type="checkbox"/> \$500	<input type="checkbox"/> \$350	<input type="checkbox"/> \$1200 (\$300/Issue)
<input type="checkbox"/> HALF PAGE 7.375 X 4.75	<input type="checkbox"/> \$350	<input type="checkbox"/> \$200	<input type="checkbox"/> \$720 (\$180/Issue)
<input type="checkbox"/> Full Page Inside Front or Back Cover - \$1,600/4 issues *Limited to 2 Vendors			

- Preferred Location Requested: \$50/issue—additional fee
- Classified Ads: \$30 for first 25 words; \$0.60 for each additional word.

Total Due: \$ _____

Publication Details

<u>Please Select:</u>	<u>PUBLICATION DEADLINES</u> <u>Artwork & Payment Due By:</u>	<u>Frequency:</u>	Quarterly
<input type="checkbox"/> Print & Digital	Winter edition: <i>December 10</i>	<u>Trim Size:</u>	8.375 x 11
<input type="checkbox"/> Digital	Spring edition: <i>March 10</i>	<u>Artwork Format::</u>	300 dpi PDF preferred, JPEG acceptable
<input type="checkbox"/> Digital	Summer edition: <i>June 10</i>	<u>Publication Set Copy</u>	Lacking a layout or specific instruction, copy will be set at OCDS discretion.
<input type="checkbox"/> Digital	Fall edition: <i>September 10</i>		

Advertising Policy

- All advertising is subject to acceptance by the Orange County Dental Society as to character, content, layout, text and design.
- Accepted advertising must be related to dentistry or provide a benefit to the membership.
- The advertisements must be accurate, legal, ethical, and in appropriate taste as determined by the *Impressions* staff.
- Advertising by non-ADA member dentists for services provided which directly compete with the services provided by OCDS member dentists will not be accepted.
- Advertising ad format is limited to display ads only and **MUST BE** submitted as camera ready art format (minimum 300 dpi in CMYK, JPEG or PDF format).
- Printed inserts are restricted to OCDS membership events and meetings.
- Written articles will not be accepted as advertising
- Multiple insertion contracts must be completed within one year from date of first insertions to earn a frequency discount. If advertiser chooses to not fulfill the term of the contract, they will be required to pay the “single insertion” price for ads already placed.
- Cancellations must be received in writing prior to publications deadline date. No cancellations will be accepted after the deadline. Acceptance of any ad after deadline is subject to approval of OCDS.
- Publisher shall not be liable for any cost or damages if for any reason ad fails to be published in the issue selected by advertiser.
- Advertising is accepted with the understanding that all terms, conditions in the advertising policies are acceptable to the advertiser and/or his agent.
- Orange County Dental Society prohibits advertisements directly or indirectly participating in political campaigns on behalf of (or in opposition to) any candidate for elective public office.

I hereby acknowledge that I have read and agree to the above OCDS Advertising Policies.

Company: _____ Rep Name: _____

Address: _____ Ph#: _____

Signature: _____ Email: _____