

Display Advertising

Journal of the Colorado Dental Association

The Journal of the Colorado Dental Association is published quarterly and distributed to the CDA's 3,200+ dentist members, dental schools and other subscribers.



“No other state publication reaches more dentists in Colorado than the Journal of the Colorado Dental Association.”



Deadlines

Winter/January Journal

Materials due December 1

Spring/April Journal

Materials due March 1

Summer/August Journal

Materials due June 1

Fall/October Journal

Materials due September 1

Ad Specs

Full Page

8.25" x 10.75" 1/8 inch bleeds on all sides (Full-Bleed)

7.25" x 9.75" (No Bleed)

1/2 Page

7.25" x 4.75"

1/3 Page

7.25" x 3.125"

4.75" x 4.75"

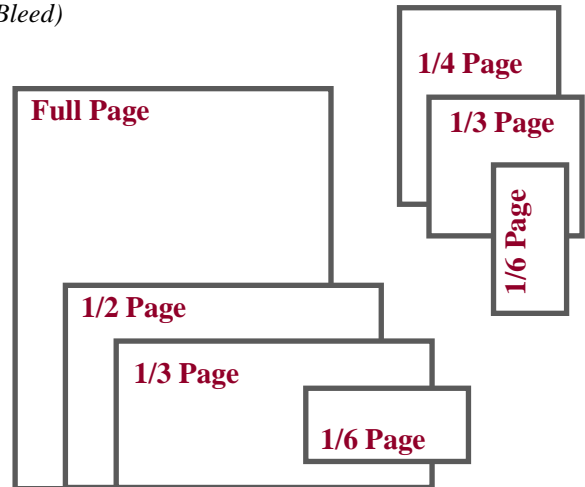
1/4 Page

3.5" x 4.75"

1/6 Page

4.75" x 2.25"

2.25" x 4.75"



Publication Trim Size & Live Area

8.25" x 10.75" & 7.25" x 9.75"

Artwork Submissions

All artwork must be high quality, high resolution. Minimum 133 lpi or 300 dpi.

Acceptable File Formats

Adobe Photoshop: .jpeg or .tif file, set to 300dpi/CMYK.

Adobe Acrobat: PDF file, set to X-1a:2001, 300dpi, embed fonts.

Adobe Illustrator CS1 or higher: .eps or .ai file, outline fonts.

Adobe InDesign CS5: Include fonts and graphics.

Unacceptable File Formats

We do not accept artwork submissions in any Microsoft format files including Word, Publisher, Paint, PowerPoint or Excel. Additionally, we do not accept any Corel, Pagemaker, or Quark Xpress files.



Display Advertising Pricing & Contract

The Journal of the Colorado Dental Association is distributed quarterly to over 3,200 dentists. Journal issues are distributed in January, April, August and October. Discounted pricing is offered for multiple issue commitments. *Artwork deadlines are generally one month prior to publication.*

CDA Office Use Only

Date Received:

Via:

Company Name: _____

Contact Name: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____ Email: _____

Journal: *January, April, August, October*
(the CDA no longer publishes a membership directory)

All Ads are Full-Color!

Ad Size	1 Issue Rate	2 Issue Rate	3 Issue Rate	4 Issue Rate
Back Cover	\$1,365	\$1,300	\$1,235	\$1,173
Inside Front Cover	\$1,307	\$1,245	\$1,183	\$1,124
Inside Back Cover	\$1,208	\$1,150	\$1,093	\$1,038
2 Full Page Spread	\$2,384	\$2,270	\$2,157	\$2,049
Full Page	\$1,192	\$1,135	\$1,078	\$1,024
1/2 Page	\$943	\$898	\$853	\$810
1/3 Page	\$799	\$761	\$723	\$687
1/4 Page	\$758	\$722	\$686	\$652
1/6 Page	\$672	\$640	\$608	\$578



Journal Ad Size: _____

of Issues: _____

Issue Months: _____

(i.e. Jan., April, Aug. and/or Oct.)

Ad Rate: _____

Credit Card #: _____ Expiration Date: _____ CVC Code: _____

Signature: _____ Date: _____

We will charge your credit card upon placement of your artwork in the journal.

Please make all checks payable to the Colorado Dental Association.

Check #: _____

Please return this completed contract to Molly Pereira at molly@cdaonline.org or fax to 303-740-7989.

The CDA reserves the right to accept or reject advertising in the Journal of the Colorado Dental Association at its discretion.

