Journal of the Colorado Dental Association
Display Advertising Policies and Guidelines

General Conditions:
- The CDA reserves the right to refuse advertising or to make changes as deemed necessary.
- An advertising space contract, issued by the CDA, must accompany each display ad placed.
- The journal is a quarterly. Publication dates are subject to change without notice.
- The CDA has the right to terminate an ad contract at any time for any reason.
- Products and services advertised in the journal should target the field of dentistry or the interest of its members.
- Advertising should not include unsupportable claims.
- Services, medications and equipment/products requiring government approval must receive such approval before publication of an ad.
- Data including the validity of a product may be required by the CDA before printing.
- Ads will not be deceptive or misleading. All ads are assumed truthful and fairly represented in copy and pictures.
- The advertiser assumes all responsibility for the accuracy of an ad.
- The CDA is not responsible for decreases/increases in circulation of the journal.
- The CDA is not responsible for the success or failure of any ad placed.
- Acceptance of an ad after deadline is up to the discretion of the CDA and may be subject to a 10% late fee of the total ad charge for the edition.
- The word “advertisement” may be required at the editor’s discretion without notification.
- The CDA has the right to discontinue the printing of an ad. The client is subject to a refund of all un-printed ads. Note: design charges are non-refundable.
- It is understood that all ads are placed independently and are not specifically endorsed by the CDA.
- It is the advertiser’s responsibility to comply with state/federal laws applicable to marketing and the sale of a product.

Terms:
- If rates change during the contracted period, the contracted rate will be in effect until the contract expires.
- No agency or government discounts or commissions are given.
- Advertisers agree to pay within the designated date noted on the invoice.
- Late payments will be assessed a 10% late fee beginning the first day after the 30 day net. An additional 10% fee will be added to each subsequent period(s) thereafter.
- The CDA reserves the right to contact the ADA, other state dental associations and dental related organizations upon failure of a client to pay the contracted amount after the 30 day net. The client will receive prior written notification of this action.
- Ads may be charged on a MasterCard, Visa, American Express or Discover. Check and money orders are also accepted.
- Advertisers may make a request for ad placement but the CDA will never guarantee ad placement. However, ads purchased for specific placement as noted in the ad contract will be placed as agreed to.

Specifications:
- In an effort to maintain high-printing standards, all artwork submitted must abide by the CDA Ad Specifications.