

# 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.