



ISDA Publications

Target the Dental Professional in Idaho

advertising
rates
&
mechanical
specs

ISDA NEWS

The ISDA Quarterly Newsletter is provided to all ISDA Members
8.5 x 11 • 12 - 16 pages • 1000+ copies per issue

- Ad rates are for digital files or camera-ready slicks.*
 Any computer time required is an additional fee.
- Inserts (8.5 x 11) are welcome. Please call ISDA office for details and cost.
- Payment for all adds/inserts is required prior to submission deadline for each issue.

Submission deadlines: January 1 • April 1 • July 1 • October 1



FULL PAGE
7.75" X 10"
(46.5 X 60 picas)
No Bleeds

\$550
 per issue
 B/W

HALF PAGE
7.75" X 4.875"
(46.5 X 29.4 picas)

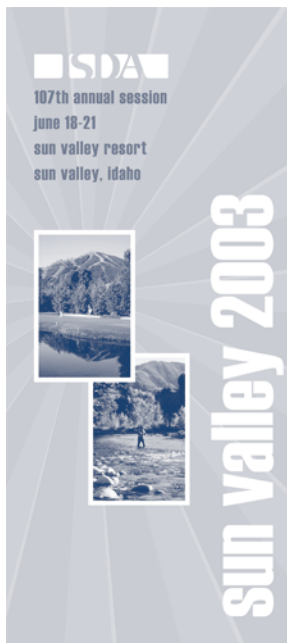
\$300
 per issue
 B/W

1/4 PAGE
3.75" X 4.875"
(22.5 X 29.4 picas)

\$165
 per issue
 B/W

1/8 PAGE
3.75" X 2.5"
(22.5 X 15 picas)

\$110
 per issue
 B/W



Annual Session Program

The Official Convention Program is provided to all registered delegates and made available to others following the meeting. Some Annual Session event sponsorships include a full-page ad in the official program.

4.25 x 9.5 • 32 - 40 pages • 700+ copies

- Ad rates are for digital files or camera-ready slicks.*
 Any computer time required is an additional fee.
- Placement consideration is based on date ad request is received by ISDA.
- Payment for all adds/inserts is required prior to submission deadline for each issue.

Submission deadline: May 1

FULL PAGE
3.5" X 8.75"
(21 X 53 picas)

\$385
 per issue
 B/W

HALF PAGE
3.5" X 4.25"
(21 X 25.5 picas)

\$220
 per issue
 B/W

ISDA Directory

The Annual Membership Directory is provided to all ISDA Members
8.5 x 11 • 65 pages • 850+ copies

- Ad rates are for digital files or camera-ready slicks.*
 Any computer time required is an additional fee.
- Placement consideration is based on date ad request is received by ISDA.
- Payment for all adds/inserts is required prior to submission deadline for each issue.

Submission deadline: June 15

FULL PAGE 7.75" X 10" (46.5 X 60 picas) No Bleeds	HALF PAGE 7.75" X 4.875" (46.5 X 29.4 picas)	1/4 PAGE 3.75" X 4.875" (22.5 X 29.4 picas)	1/8 PAGE 3.75" X 2.5" (22.5 X 15 picas)
\$575 per issue B/W	\$375 per issue B/W	\$175 per issue B/W	\$125 per issue B/W

Outside Back Cover
\$850 Full Color
\$750 B/W

Inside Front Cover
\$750 Full Color
\$650 B/W

Inside Back Cover
\$750 Full Color
\$650 B/W

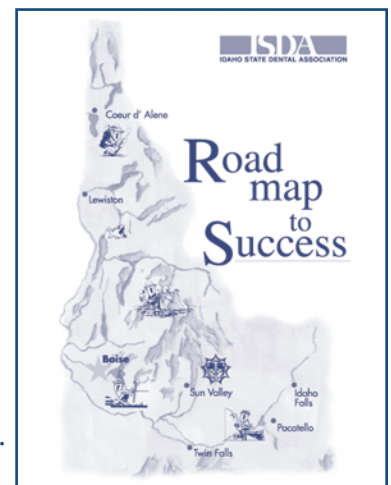
Road Map to Success

The Road Map to Success is provided to all new dentists and dental students intending to practice in Idaho. It provides information on all aspects of starting a practice in Idaho.

8.5 x 11 • 16-20 pages • 50-75 copies

- Ad rates are for digital files or camera-ready slicks.*
 Any computer time required is an additional fee.
- Placement consideration is based on date ad request is received by ISDA.
- Payment for all adds/inserts is required prior to submission deadline for each issue.

Submission deadline: November 1



FULL PAGE 7.75" X 10" (46.5 X 60 picas) No Bleeds	HALF PAGE 7.75" X 4.875" (46.5 X 29.4 picas)	1/4 PAGE 3.75" X 4.875" (22.5 X 29.4 picas)	1/8 PAGE 3.75" X 2.5" (22.5 X 15 picas)
\$500 per issue B/W	\$275 per issue B/W	\$150 per issue B/W	\$100 per issue B/W

*SUBMISSION REQUIREMENTS FOR ADS

Accepted File Formats:

.eps, .tif, .jpg, pdf (No .gif images please!)

Preferred resolution is 300 dpi.

Preferred Programs:

Quark Xpress, Adobe Illustrator, Adobe PageMaker, Adobe Photoshop

Please submit ad copy and artwork (including fonts and support graphics) on disk or by e-mail to the ISDA office.

Please call ISDA office for additional information regarding mechanical specifications and current deadlines.

ISDA ADVERTISING POLICIES & GUIDELINES

The Idaho State Dental Association seeks to promote the art and science of dentistry and encourage the health of the public. In serving these objectives, the ISDA communicates regularly with its members, professional persons in allied fields, and the public. The ISDA welcomes advertising in its publications and believes that advertising constitutes an important means of keeping the dentist informed of new and better products and services for the practice of dentistry. Such advertising should be attractive, factual, dignified, and calculated to provide useful product and service information.

The appearance of advertising in ISDA publications is not an ISDA guarantee or endorsement of the product or the claims made for the product by the manufacturer. The fact that an advertisement for a product, service or company has appeared in an ISDA publication shall not be referred to in collateral advertising.

As owner and publisher of the *ISDA News*, *ISDA Membership Directory*, *ISDA Annual Session Official Program* and the *ISDA Road Map to Success*, the ISDA has the right to accept, reject or edit for publication any items submitted. Editorial material and news items will be evaluated on the basis of the Mission Statement which follows:

The mission of the ISDA publications is to inform members about Association activities and programs, to encourage participation in Association affairs and to keep the dental community apprised of events which could have an impact on the practice of dentistry in the state.



1220 W. Hays St. • Boise, Idaho 83702
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in-state WATS 800-932-8153
e-mail: isda@micron.net

VISIT OUR WEB SITE - www.isdawebsite.com

ADVERTISING CONTRACT

ISDA Publications

Idaho State Dental Association
(ISDA)
1220 W. Hays Street
Boise, ID 83702
Ph: (208) 343-7543 Fax: (208) 343-0775
E-mail: kim@isdaweb.com

Firm Name: _____
Contact Person: _____
City, State, Zip: _____
Phone: _____ Fax: _____

PLEASE LET US KNOW IN WHICH PUBLICATION YOU WOULD LIKE TO ADVERTISE

- | | |
|---|---|
| <input type="checkbox"/> Quarterly Newsletter | <input type="checkbox"/> Annual Session Program |
| <input type="checkbox"/> ISDA Directory | <input type="checkbox"/> Road Map to Success |

Ad Size _____ Full Color Black & White

Amount of Ad \$ _____

TERMS

Contract must be completed and returned by mail, fax or e-mail to ensure placement. Verbal requests do not guarantee publication. Copy/artwork that does not meet camera-ready standards is subject to layout fee. All ads submitted for publication become the property of ISDA and cannot be returned. All advertising copy is subject to approval by the ISDA. ISDA reserves the right to modify or exclude advertising which ISDA may consider to be questionable, unethical, or containing unsupportable claims. First time advertising must submit payment with initial contact. Payment terms are thirty days.

As the person authorizing to reserve ads, I agree to the terms above:

Signature: _____ Date: _____

Printed Name: _____