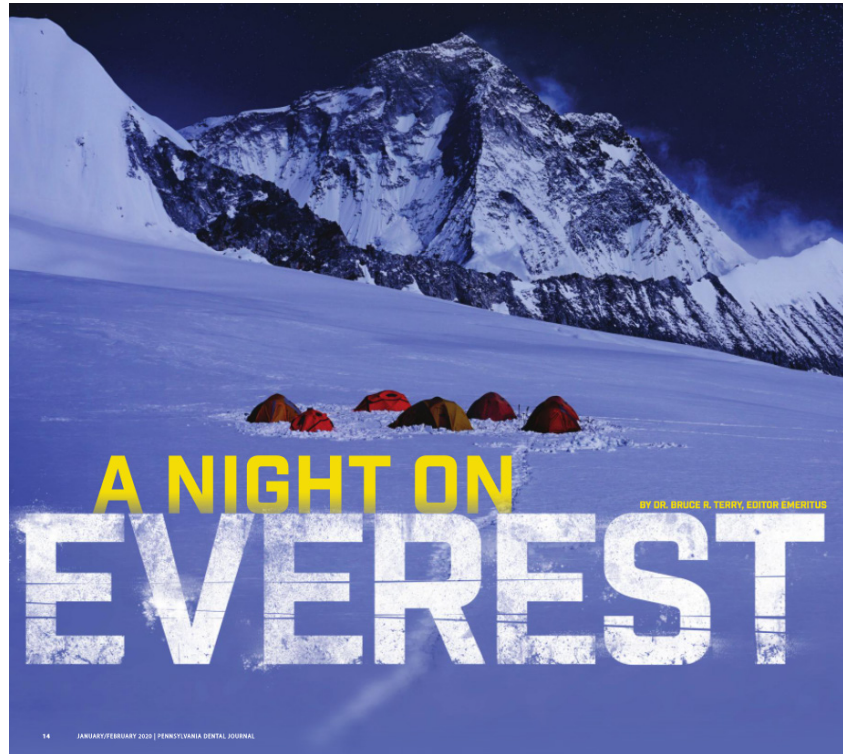


*Award Winning Journal  
Since 1914*

# THE PENNSYLVANIA DENTAL JOURNAL

*is the best means of  
reaching the dental  
professional in PA.*



Its unique demographics will enable you to make the most of your advertising budget. Costing only pennies per contact, the *Journal* is the most cost-effective means of reaching your target audience to promote dental products and services. Published bimonthly, the *PDJ* reaches all PDA member dentists.



# 2022 ADVERTISING RATES

## Black and White Ad Rates

SIZE	1X	3X	6X
Full Page	\$650.00	\$575.00	\$500.00
2/3 page	\$510.00	\$460.00	\$400.00
1/2 page	\$450.00	\$400.00	\$340.00
1/3 page	\$360.00	\$320.00	\$295.00
1/4 page	\$300.00	\$270.00	\$230.00

## Cover and Premium Position Rates\*

LOCATION	SIZE	RATE
Back Cover	7.5 x 10	\$815.00
Inside Back Cover	7.5 x 10	\$670.00
Inside Front Cover	7.5 x 10	\$705.00
Page 1	7.5 x 10	\$650.00

\*This is black and white rate. We always make 4-color ads first priority for these positions.

## Color Rates

Color		2-Color	\$375.00
		4-Color	\$750.00

\*Price is added onto black and white Ad Rate.

## Additional Rates

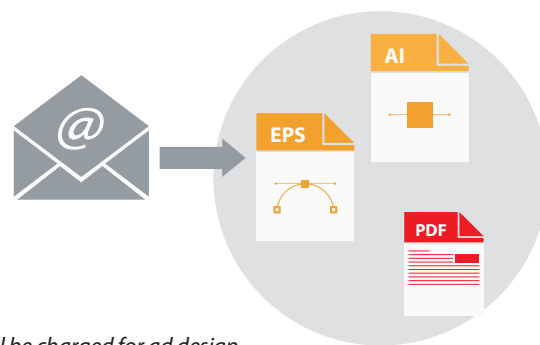
<b>Center spread and location opposite editorial</b>	25% ^ reg rates
<b>Special page or location requests</b> (excludes cover and premium positions)	20% ^ reg rates
<b>Ad design</b>	Additional 25% charge
<b>Recognized agencies</b>	15% Discount

\*Rates do not include space charge.

## Production Requirements & Acceptable Files

Display advertising space must be reserved two months prior to publication of each issue. (For example, ads for the January/February issue are due by November 1.) No cancellations are accepted after the closing date. Completed display advertising contracts should be sent to Rob Pugliese, director of communications, by the closing date. Please email to Rob's attention at rap@padental.org.

- Hi-res PDF file.
- Adobe Illustrator, or EPS file.
- Each option must include an actual size proof.



\*An additional 25 percent will be charged for ad design.

# ADVERTISING SPECS

<b>FULL PAGE (bleed)</b>	<b>Full Page (floating)</b>	<b>2/3 Page</b>	<b>1/2 Page</b>	<b>1/3 Page</b>	<b>1/4 Page</b>
8.75" x 11.25"	7.5" x 10"	5" x 9"	7.5" x 4.875"	5" x 4.875"	3.625" x 4.875"

Live area: 8.5" x 11"

# Pennsylvania Dental Journal

## DISPLAY ADVERTISING CONTRACT

This contract is by and between the Pennsylvania Dental Association ("publisher"), publisher of the Pennsylvania Dental Journal, and \_\_\_\_\_ ("advertiser").

Payment for advertising covered by this contract will be made within thirty days of date of billing by the publisher. A 1.5 percent penalty (compounded monthly) will be charged to all accounts 30 or more days past due. First time advertisers must submit full payment with insertion order.

The publisher reserves the right to cancel the contract at any time upon default by the advertiser in the payment of bills. In the case of delinquency in payment or impaired credit of the advertiser, the publisher shall have the right at any time to change the requirements as to terms of payment for further advertising under this contract.

Authority is given to repeat previous copy if new copy is not received by closing date as stated on the official rate card.

\_\_\_\_\_  
*Advertiser/Client*

\_\_\_\_\_  
*Contact person (please print)*

\_\_\_\_\_  
*Signature*

\_\_\_\_\_  
*Address*

\_\_\_\_\_  
*City*

\_\_\_\_\_  
*Telephone*

**Size**

FULL PAGE

1/3 PAGE

2/3 PAGE

1/4 PAGE

1/2 PAGE

**Insertion Issue(s)**

JAN/FEB 20 \_\_\_\_

JUL/AUG 20 \_\_\_\_

MAR/APR 20 \_\_\_\_

SEP/OCT 20 \_\_\_\_

MAY/JUN 20 \_\_\_\_

NOV/DEC 20 \_\_\_\_

**Rate**

\$ \_\_\_\_\_

**Invoice to:**

ADVERTISER

AGENCY

\_\_\_\_\_  
*Authorized Agent* *Title*

\_\_\_\_\_  
*Advertising Agency*

\_\_\_\_\_  
*Signature* *Date*