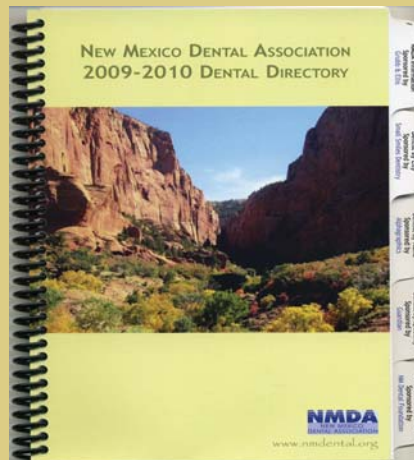
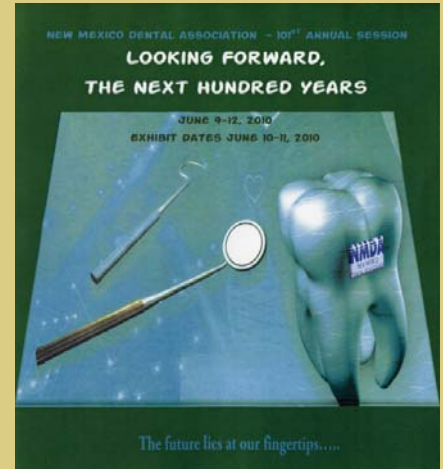
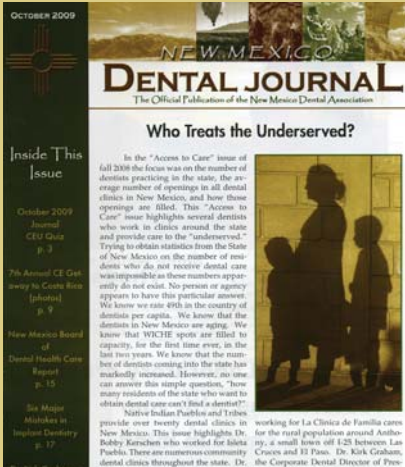


2010

Advertising Rates, Specs & Publishing Dates



- New Mexico Dental Journal
- New Mexico Dental Association Directory
- New Mexico Dental Association E Newsletter - Between The Issues
- New Mexico Dental Association Annual Session Official Program

NMDA Advertising Rates, Specs & Publication Dates

New Mexico Dental Journal

Mailed quarterly to all NMDA members, full color glossy official NMDA dental publication.

Publication Dates

January	Artwork Due: December 1
April	Artwork Due: March 6
July	Artwork Due: May 28
October	Artwork Due: September 4

Classified Ads

\$55 minimum for 30 words; .35 cents for each additional word. NMDA dentists receive 10% discount on classifieds.

Specs for Display

Mechanical Requirements

1. Printing

Dimensions in (W x H) Final Trim Size 8.5" X 11" Saddle Stitched

2. Artwork Format: 200-line screen recommended, 150-line screen acceptable. A proof must accompany all materials. Digital files only. InDesign, JPEG, PDF, EPS or TIFF files accepted on CD or USB. All fonts must be Post Script for PC or Open Type and must be included with file, along with all images.

3. Dimension Requirements

- Full page: 8.5 x 11
- 1/2 page: 8.5 x 5.5
- 1/3 page: 8.5 x 3.5
- 1/4 page: 4.25 x 5.5

4. Mechanical Charges

Ad rates are for digital/press-ready materials only. Any artwork preparations or corrections will be billed on a cost-plus basis or sent back to the advertiser.



Advertising Rates	1X+ tax	4X+ tax
Back Cover	\$800 + \$55.00	\$2400.+ 165.00
Full Page	\$380 + \$26.13	\$1140.+ 78.38
1/2 Page	\$250 + \$17.19	\$750. + \$51.56
1/3 Page	\$225 + \$15.47	\$675 + \$46.41
1/4Page	\$200 + \$13.75	\$600 + \$41.25

*All rates are subject to NM Gross Receipts tax (tax rate may change in January)- The NMDA must charge this to each advertiser regardless of advertiser location according to NM state tax law.

NMDA Advertising Rates, Specs & Publication Dates

New Mexico Dental E- Newsletter - Between The Issues

Quarterly E-Newsletter to NMDA members, also posted on NMDA website for three months and then archived.

Publication Dates

February	Artwork Due: January 3
May	Artwork Due: April 6
August	Artwork Due: July 1
November	Artwork Due: October 4

Classified Ads

One ad, up to 50 words including URL: \$75.00 per issue, additional words at .35 each. Between The Issues e-newsletter will be viewable on the website for three months and then archived.

Want Ads

Dental Opportunities and Dental Position Needed - free of charge to Dental Auxiliary Personnel. Send both ads to narenas@nmdental.org.

E-Newsletter Vendor Link

1x	\$175.00
2x	\$300.00
3x	\$500.00
4x	\$600.00

Advertising submission: Ads must be submitted in digital format (either jpeg, or pdf) with a maximum file size of 15k. No Flash banners will be accepted. URL's and text to narenas@nmdental.org.



New Mexico Dental Association Annual Session Official Program

Circulation 1900 dental professionals attending the NMDA Annual Session.

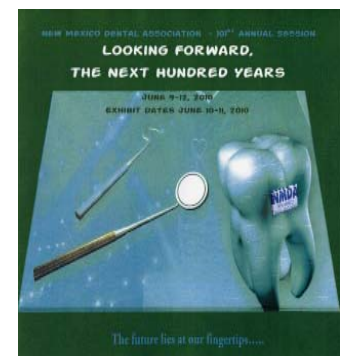
Use your advertisement to list your manufacturers or other NMDA Annual Session only specials!! If you purchase an ad, your company name will be listed in the Program along with your booth number as always and we will add the line: see ad on pg ____.

Specifications:

Full Page	8" w x 10.5" h	\$200.00
Half Page	8" w x 5.25" h	\$150.00
Inside front/back covers	8" w x 10.5" h	\$215.00
Back Cover	8" w x 10.5" h	\$250.00

Ads must be submitted for PC format as an image file, pdf, jpg, tif, or eps for placement in an InDesign file with all PC fonts embedded or outlined. Please call Nancy if you have any questions regarding these specifications.

Please email all artwork to narenas@nmdental.org or send a USB or CD to NMDA Offices (usb/disks will not be returned): Artwork Due by March 16.



NMDA Advertising Rates, Specs & Publication Dates

New Mexico Dental Association Directory

Annual resource tool used by NMDA members statewide.

Publication Dates

September

Artwork due August 10

A handy, 5 1/2" x 8 1/2", year-round reference guide used year-round by dentists and staff

Full color coated cover

Plastic-coil binding

100 pages (estimation)

Divider tabs

Ads appear on divider tabs & covers for high visibility

Circulation of 900

Contains valuable ADA procedure codes and dental-related web sites

ADA & state dental society directories included

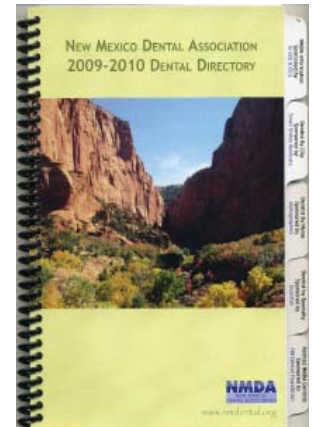
Laboratory and supplier section

Free directory listing to all display advertisers

Free copy of directory with order - a \$50 value!

Specifications:

Digital files required, PC format. CD-Rom, USB or email acceptable. EPS, PDF, JPEG or TIFF file preferred. All fonts need to be included and must be PC.



Advertising Rates

Inside Cover	5" w x 8" h	\$750 + tax
Back Cover	5" w x 8" h	\$850 + tax
Full Page Tab	5" w x 8" h	\$700 + tax
Directory Listing Only		\$70 + tax

*All rates are subject to NM Gross Receipts tax (tax rate may change in January)- The NMDA must charge this to each advertiser regardless of advertiser location according to NM state tax law.

NMDA Advertising Contract

1. Advertising Standards

The acceptance of advertising in any of the New Mexico Dental Association Publications can be a mutual benefit to the den profession and to the advertiser. Advertisements should be developed to provide the profession with useful information about releva products and services. All advertising must adhere to and be compatible with the ethics of the dental profession, and must not deceptive, false, or offensive in any manner.

The appearance of advertising in any publication of the New Mexico Dental Association is not a guarantee or endorsement by t Association of a product or service, or the claims made for a product by a manufacturer.

The following requirements and guidelines constitute the advertising standards of the New Mexico Dental Association. T Association will periodically review its advertising standards with the objective of keeping pace with changes that occur in the den profession. The Association reserves the right to reject any advertising.

2. Advertising Copy Guidelines

1. In all Advertisements, the advertisement and the product or service offered should be clearly identifiable.
2. The word "advertisement" may be required on any advertisement that is designed in a manner that allows confusion between t advertisement and the editorial content of the New Mexico Dental Association.
3. Although comparative advertising is acceptable, unwarranted disparagement or unfair comparison of a competitor's products services will not be permitted.
4. Scientific literature citations are permitted in advertisements providing such references justly represent the referenced text.

These advertising standards are subject to change without notice.

3. Eligibility Requirements

1. Products or services useful in the practice of dentistry are eligible for advertising in any of the New Mexico Dental Associati Publications. Also, responsible advertising for the products or services of interest to those in the dental profession and to their famili will be considered eligible, providing the standards for dental advertising are met.
2. Pharmaceutical products requiring a New Drug Application by the Food and Drug Administration will not be eligible until such application has been obtained.
3. Advertisements containing claims that have been the subject of an unfavorable report or decision by the Food and Dr Administration or by the Federal Trade Commission will be considered ineligible.
4. The New Mexico Dental Association Publications reserves the right to reject advertising for any product, service or technique th has been the subject of an unfavorable or cautional report by the American Dental Association or any of its agencies.
5. The New Mexico Dental Association Publications may require scientific and technical data in support of the safety, efficacy, a usefulness of dental therapeutic products and dental materials. Products of secret composition are ineligible.
6. Advertisements that violate, or assist in violating, any dental practice act or other government regulations or statutes are ineligible
7. An advertisement for an educational course must state the organization responsible for the conduct of the course. The Ne Mexico Dental Association Publications reserves the right to determine the professional qualification of sponsoring organizations, a to reject advertising for any course that involves a product or technique that is the subject of any unfavorable report by the Americ Dental Association of any of its agencies. Advertisement related to the commercial aspect of dental practice will be reviewed f accuracy and dignity.
8. No advertisement that is false or misleading in any manner will be accepted.
9. Advertisement that violates ethical codes of the dental profession will not be accepted. Also unacceptable are advertisements th are indecent or offensive, or contain personal, racial or religious attacks.
10. Advertisement for tobacco products in any form and for alcoholic beverages are ineligible

4. Billing and Contracts

Acceptance of the terms stated herein constitutes a contract with NMDA. No cancellations will be accepted after closing dates. Cove may not be cancelled under any conditions.

I hereby agree to all advertising terms and agree to pay within 30 days of submitted invoice. *(To be filled out by advertiser.)

*Company Name:	
*Contact Name:	
*Mailing Address:	
*Phone	
*Fax	
Email Address	
*Date of Contract	

New Mexico Dental Journal	Fill out this part for Advertising in New Mexico Dental Journal
*Ad Size	
*Ad Publication Date(s)	
*Type of Ad <i>i.e. Classified/Display</i>	
*Total amount due:	
New Mexico Dental Between The Issues	Fill out this part for Advertising in New Mexico Dental Association E-Newsletter
*Ad Publication Date(s)	
*Front Page Ad (only 2 spaces available)	
*Type of Ad <i>i.e. Classified/Display</i>	
*Total amount due:	
New Mexico Dental Association Annual Session Official Program	Fill out this part for Advertising in New Mexico Dental Association Annual Session Official Program
*Advertisement choice: (ex. Back cover, full page, half page, Inside front Cover, Inside Back Cover) <i>FOR DIRECTORY ADVERTISERS</i>	
*Total amount due:	
New Mexico Dental Association Directory	Fill out this part for Advertising in New Mexico Dental Association Directory
*Advertisement choice: (ex. cover, tab or directory listing only) <i>FOR DIRECTORY ADVERTISERS</i>	
*Total amount due: (Directory listing is free with display ad)	
*Signature of advertiser:	
New Mexico Dental Association Directory	*Directory Listing- please indicate below exactly how you would like your co. listing to read
Company Name:	
Contact Name (if any):	
Phone:	
Fax:	
Address:	
Email:	
Website:	