



North Carolina Dental Gazette & Web Advertising 2021 Rates and Requirements

Publisher: **North Carolina Dental Society**
Address: **1600 Evans Road, Cary, NC 27513**
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E-mail: gazette@ncdental.org

Circulation: 4,000
Website: www.ncdental.org
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Printing Schedule

Artwork Submission Dates:

Spring Issue – January 15

Fall Issue – August 15

Summer Issue – May 15

Size	Cost (1x)	(3x)	Width (in.)	Depth (in.)
Full page, 4 color	\$1,700.00	\$1,500.00	7½" (8¾ Bleed)	10" (11¼ Bleed)
Full page, black & white	\$950.00	\$800.00	7½" (8¾ Bleed)	10" (11¼ Bleed)
1/2-page, 4 color	\$900.00	\$800.00	7½"	5"
1/2 page, black and white	\$600.00	\$500.00	7½"	5"
1/4 page, 4-color	\$600.00	\$500.00	3¾"	5"
1/4 page, black and white	\$400.00	\$300.00	3¾"	5"
4-color Cover	\$2,750.00	\$2,500.00	7½" (8¾ Bleed)	10" (11¼ Bleed)

Submission Requirements

Ads should be submitted in PDF format with a minimum resolution of 300 DPI.

Corporate Classified Advertising

Classified space is available to businesses wishing to advertise for \$150.00 per issue. Please attach your ad text consisting of 145 words or fewer in a Microsoft Word document along with a small logo (if desired) and email to gazette@ncdental.org. In the subject line put Corporate Classifieds and the issue in which it should appear.

Web Advertising

Digital banner web advertising is available for \$500/month for 3X Gazette advertisers, and \$750/month for 1X Gazette advertisers. Upon purchase, advertisers will receive rotating leaderboard, rectangle, skyscraper and footer ad exposure.

Payment Policy

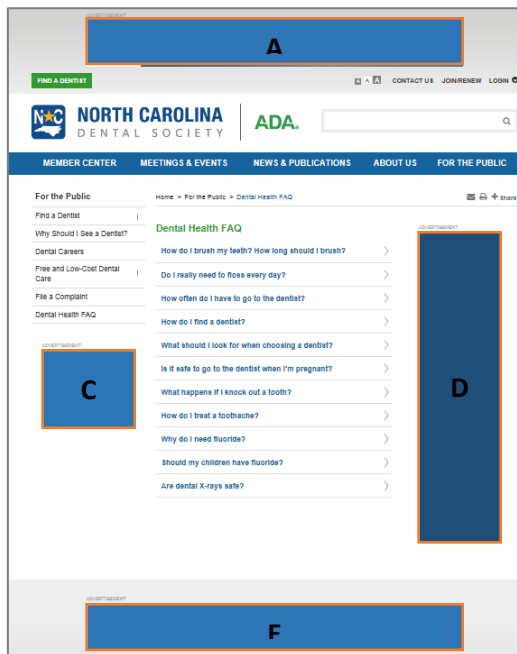
All ads are published on a space-available basis. After publication, the advertiser will receive a copy of the Gazette and an emailed invoice. Cash discounts and agency commissions are not available.

North Carolina Dental Gazette & Web Advertising

NC Dental Society Website Digital Banner Ad Opportunities

Available Ad Units:

- A. 728x90 Leaderboard – one, two, and three column pages (all pages) – top of page
- B. 300x250 Rectangle – homepage
- C. 180x150 Rectangle – two and three column page templates – left rail
- D. 160x600 Skyscraper – three column pages – right rail
- E. 728x90 Footer – one, two, and three column pages (all pages) – bottom of page



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*Please indicate banner ad purchase on the insertion contract.



North Carolina Dental Gazette & Web Advertising 2021 Contract / Insertion Request

Please indicate which issues in which you want advertise.

Spring **Summer** **Fall**

Advertiser's Name: _____

Contact: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: (_____) _____ Email: _____

Signature: _____ Date: _____

Materials Deadlines:

Spring Issue – January 15

Fall Issue – August 15

Summer Issue – May 15

Check the box that indicates your ad preference & email completed insertion order to: gazette@ncdental.org

Size

Full Page, 4-color

Full Page, black and white

1/2 Page, 4-color

1/2 Page, black and white

1/4 page, 4-color

1/4 page, black and white

4-color Cover

Web Advertising