



# North Carolina Dental Gazette & Web Advertising 2020 Rates and Requirements

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## Printing Schedule

Artwork Submission Dates:

**Spring Issue** – March 1

**Fall Issue** – September 1

**Summer Issue** – June 1

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

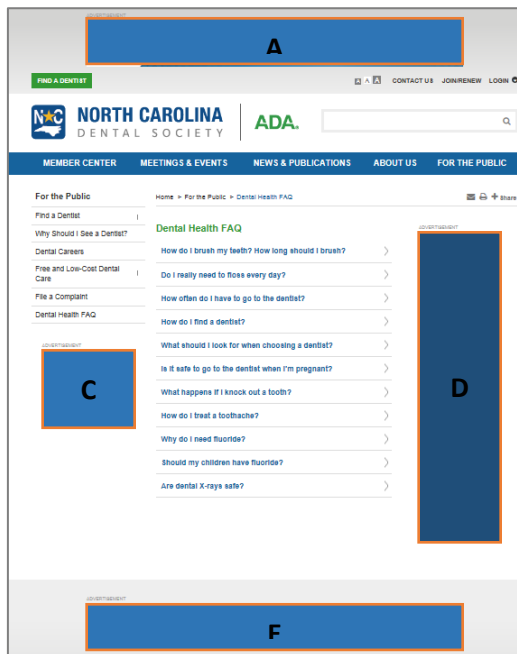
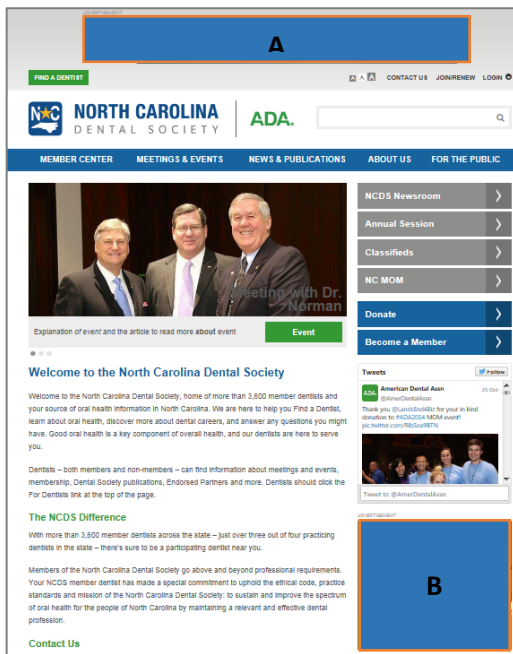
All ads are published on a space-available basis. After publication, the advertiser will receive a copy of the Gazette along with their invoice. Cash discounts and agency commissions are not available.

# 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 2020 Contract / Insertion Request

Please indicate which issues in which you want advertise.

**Spring**       **Summer**       **Fall**

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Advertiser's Name: \_\_\_\_\_

Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: (\_\_\_\_\_) \_\_\_\_\_ Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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Materials Deadlines:

**Spring Issue – March 1**

**Summer Issue – June 1**

**Fall Issue – September 1**

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