



DETROIT DENTAL BULLETIN DISPLAY ADVERTISING RATE CARD

	PER ISSUE		
Special Position Ads (Full Page Only)	<u>6 Times Rate</u>	<u>4 Times Rate</u>	<u>1 Time Rate</u>
Inside Front Cover – 4 color	\$700	\$725	\$775
Inside Back Cover – 4 color	\$600	\$625	\$675
Back Cover - 4 color	\$800	\$825	\$875
Interior Ads (4 Color)	<u>6 Times Rate</u>	<u>4 Times Rate</u>	<u>1 Time Rate</u>
Full Page Only	\$550	\$625	\$675
(Black & White)	<u>6 Times Rate</u>	<u>4 Times Rate</u>	<u>1 Time Rate</u>
Full Page	\$345	\$400	\$460
1/2 Page	\$258	\$300	\$345
1/4 Page	\$195	\$230	\$260
1/8 Page	\$146	\$170	\$195

Inserts The Society will be happy to furnish quotes for inserts upon request.

Page size: 8-5/16" x 10-3/4"

Bleeds: Available on cover. Available on text by special arrangement.

Agencies: 15 percent discount to approved ad agencies if advertising is billed to agency.

Materials Required:

High-resolution PDF files preferred. Ads on computer disk also accepted, with hard copy. Contact the publication office for disk submission guidelines. Changes, corrections or additions authorized and made to advertisements after submission will be charged to client. All copy is subject to approval by the Detroit District Dental Society.

<u>Issues</u>	<u>Deadlines</u>	<u>General Information</u>
January-February	Dec. 15, 2010	Published since 1937
March-April	Feb. 15, 2011	Circulation 1400
May-June	April 15, 2011	Published bimonthly
July-August	June 15, 2011	
September-October	July 15, 2011	Contact: Dave Foe, Managing Editor
November-December	Oct. 15, 2011	E-mail: dfoe@michigandental.org