



DETROIT DENTAL BULLETIN DISPLAY ADVERTISING AGREEMENT

Advertiser Name: _____

Address: _____

Contact: _____ Phone: _____

Fax: _____ E-mail: _____

Advertising Agency Name: _____

Address: _____

Contact: _____ Phone: _____

Fax: _____ E-mail: _____

Send Invoice to: Advertiser Agency

Publication Requirements:

Type of AD: 4-Color Black & White

Size of AD: Full 1/2 Page

1/4 Page 1/8 Page

Special Position

Ad Placement: Inside Front Cover Inside Back Cover Back Cover

Number of Insertions: 1 Time 4 Times 6 Times

Effective Date _____ **Expiration Date** _____

Issues: Jan/Feb Mar/Apr May/June

July/Aug Sept/Oct Nov/Dec

Signature: _____ **Date:** _____

The terms on the reverse are an integral part of this agreement

Advertising Office: MICHIGAN DENTAL ASSOCIATION, 3657 Okemos Rd., Suite 200, Okemos, MI 48864-3927. Telephone 517-346-9421; fax 517-372-0008; e-mail: dfoe@michigandental.org

DETROIT DENTAL BULLETIN DISPLAY ADVERTISING TERMS

- New ad copy must be received at Detroit Dental Bulletin publication office by the dates listed. Send to: Detroit Dental Bulletin, Michigan Dental Association, 3657 Okemos Rd., Suite 200, Okemos, MI 48864. Advertisements may be e-mailed to Managing Editor David Foe at dfoe@michigandental.org.
- Advertisements will be distributed throughout the publication unless special positions are indicated on the advertising agreement.
- This contract may be terminated by either the Detroit District Dental Society or the advertiser by written notice 30 days prior to deadline. If advertiser cancels, payment for special position ads must be made for the balance of the remaining issues.
- Ads may be cancelled immediately by DDDS if the account is not paid in 45 days.
- Insertion orders should accompany all ads. A signed advertising agreement may serve as an insertion order.
- The Detroit District Dental Society reserves the right to reject any advertisers or advertising copy. The current Detroit Dental Bulletin standards are available upon request.
- The sole remedy for printing or other errors in ads caused by DDDS shall be a rebate of the amount paid to DDDS for that ad. Any other damages, consequential or otherwise, are specifically excluded.
- The advertiser agrees to indemnify and hold DDDS, its officers, trustees, members, employees and agents, harmless from any liability, including costs and attorney fees, arising out of or relating to the content of any ad.