

# THE GREATER CLEVELAND DENTAL SOCIETY

# The Bulletin

## Advertising Rate Card and Space Contract



**OFFICIAL PUBLICATION OF:**

**The Greater Cleveland Dental Society**  
 Editorial Offices, 200 Treeworth Boulevard,  
 Cleveland, Ohio 44147. Printed by Academy  
 Graphic Communication, 1000 Brookpark Road,  
 Cleveland, Ohio 44109. *The Bulletin* of The  
 Greater Cleveland Dental Society reaches 100%  
 of the dentists who are members of organized  
 dentistry in Cuyahoga County and 50% of  
 the dentists who are members of organized  
 dentistry in Northeast Ohio.

**FREQUENCY OF ISSUE:**

Published 4 times per year; Winter, Spring,  
 Summer and Fall

**CLOSING DATES:**

12th day of month prior to publication.

**CIRCULATION:** 1,200

The Greater Cleveland Dental Society  
 members, Allied Institutions and Subscriptions.

**EDITORIAL CONTENT:**

Original articles, news of Society activities and  
 policies, socio-economic news, news of individual  
 members, editorials and letters of interest.

**ADVERTISING POLICY:**

The Space Contract may be cancelled by  
 either party on 30 days' notice. The publisher  
 reserves the right to reject any copy before  
 printing. Ethical drug ads must comply with  
 requirements of Federal law and regulation.

**Make check payable to:**

**Greater Cleveland Dental Society**  
 200 Treeworth Boulevard  
 Cleveland, Ohio 44147

<p><b>Full Page</b></p> <p>7.25" wide X 9.625" tall</p>	<p><b>Back Cover</b></p> <p>7.5" wide X 6.3125" tall</p>	<p><b>1/4 pg</b></p> <p>3.5" wide X 4.625" tall</p> <p><b>1/2 pg</b></p> <p>7.25" wide X 4.625" tall</p>	<p><b>1/3 pg</b></p> <p>4.875" wide X 5.5" tall</p>
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**ARTWORK REQUIREMENTS:** All artwork must be submitted in color and conform to the size requirements shown above. All files should be at least 300 dpi and converted to CMYK (cyan, magenta, yellow, black) with all fonts embedded. Spot colors are not supported. PDF files are preferred, but we can accept files in a variety of software packages. Call for details.

**ADVERTISING SPACE RATES:** Earned rate is based on total number of insertions in a 12-month period.

AD SIZE	THE BULLETIN (1 TIME)	THE BULLETIN 1 YEAR (4 TIMES)	SIZE REQUIREMENTS
Back Cover	\$1,129	\$3,950	7.5 x 6.3125
Inside Back	\$900	\$3,250	7.25 x 9.625
Inside Front	\$900	\$3,250	7.25 x 9.625
Full Page	\$867	\$3,150	7.25 x 9.625
1/2 Page	\$660	\$2,400	7.25 x 4.625
1/3 Page	\$599	\$2,250	4.875 x 5.5
1/4 Page	\$525	\$2,075	3.5 x 4.625

**The Mart (Classified) \$1.50 per word, \$30 minimum.**  
**For more exposure, add your Classified advertisement to the GCDS web page for only \$15.**

**ALL AD INSERTION PRICES INCLUDE THE COST OF FULL COLOR.**

If ad is black and white there is a rate deduction of 20%

**ADVERTISING SPACE CONTRACT**

*The Bulletin* – Advertising Director, The Greater Cleveland Dental Society, 200 Treeworth Boulevard, Cleveland, Ohio 44147. 440.717.1891, Fax 440.717.1894  
 You are hereby authorized to insert advertising in *The Bulletin* according to the specifications indicated below:

Space Size \_\_\_\_\_ Name of Advertiser \_\_\_\_\_  
 To begin in \_\_\_\_\_ issue. Address \_\_\_\_\_  
 Frequency:  1 time  4 times (1 year) *The Bulletin*  
 Other – Please Specify: \_\_\_\_\_  
 \_\_\_\_\_  
 Rate Per Insertion \$ \_\_\_\_\_

Phone \_\_\_\_\_  
 Ordered by \_\_\_\_\_  
 Signature \_\_\_\_\_  
 Date \_\_\_\_\_  
 Accepted by \_\_\_\_\_