## THE GREATER CLEVELAND DENTAL SOCIETY

# Buletin 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

#### **FREQUENCY OF ISSUE:**

dentistry in Northeast Ohio.

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:**

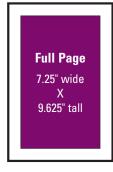
Original articles, news of Society activities and policies, socio-economic news, news of individual members, editorials and letters of interest.

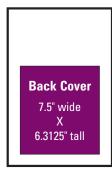
#### **ADVERTISING POLICY:**

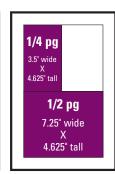
The Space Contract may be cancelled by either party on 30 days' notice. The publisher reserves the right to reject any copy before printing. Ethical drug ads must comply with requirements of Federal law and regulation.

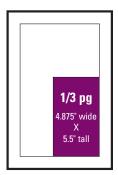
#### Make check payable to:

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









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 (cvan. 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	<i>THE BULLETIN</i> (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		Address
Frequency: 1 time 4 times (1 year) The Bulletin		
		Phone
Other – Please Specify:		Ordered by
		Signature
		Date
Rate Per Insertion \$		Accepted by

For The Bulletin