The Greater Cleveland Dental Society

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

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.

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

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
To begin in issue.
Frequency: □ 1 time □ 4 times (1 year) The Bulletin

Other – Please Specify:

Rate Per Insertion $_________________________

Name of Advertiser_________________________

Address_________________________________

Phone ____________________________

Ordered by__________________________

Signature__________________________

Date__________________________

Accepted by__________________________

For The Bulletin