



Award Winning Journal Since 1914

THE PENNSYLVANIA DENTAL JOURNAL

is the best means of reaching the dental professional in PA.

Its unique demographics will enable you to make the most of your advertising budget. Costing only pennies per contact, the *Journal* is the most cost-effective means of reaching your target audience to promote dental products and services. In fact, in our most recent member communications survey 91 percent of the respondents rated the *Journal's* overall quality as excellent or good, and 83 percent of them read at least half of the *Journal* or more when they receive it.

PENNSYLVANIA DENTAL JOURNAL

In our most recent readership survey, 81 percent of the respondents said they look at the Journal's display advertising, and 53 percent of them used the products and services promoted in the display ads.


2021 ADVERTISING RATES

Cover and Premium Position Rates*

LOCATION	SIZE	RATE
Back Cover	7.5 x 10	\$815.00
Inside Back Cover	7.5 x 10	\$670.00
Inside Front Cover	7.5 x 10	\$705.00
Page 1	7.5 x 10	\$650.00

*Rates do not include required 4-color charge.

Color Rates

Color  2-Color \$375.00

 4-Color \$750.00

Ad Sizes and Rates

SIZE	1X	3X	6X
Full Page	\$650.00	\$575.00	\$500.00
2/3 page	\$510.00	\$460.00	\$400.00
1/2 page	\$450.00	\$400.00	\$340.00
1/3 page	\$360.00	\$320.00	\$295.00
1/4 page	\$300.00	\$270.00	\$230.00

Additional Rates

Center spread and location opposite editorial 25% ^ reg rates

Special page or location requests 20% ^ reg rates
(excludes cover and premium positions)

Ad design Additional 25% charge

Recognized agencies 15% Discount

*Rates do not include space charge.

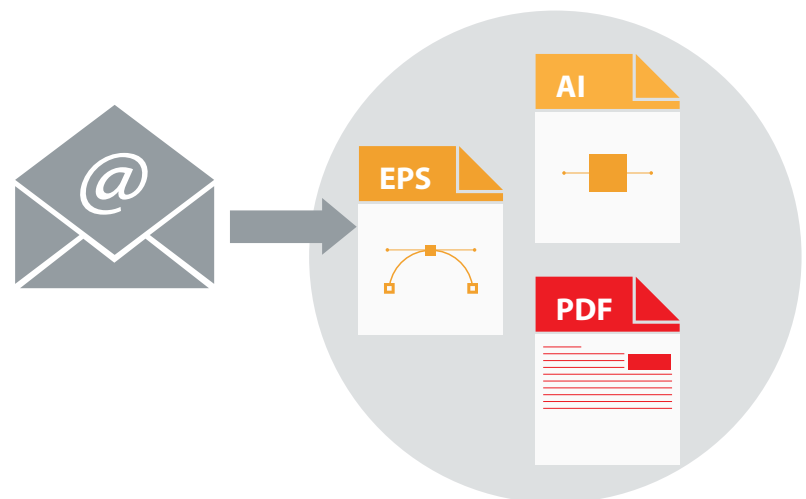
Production Requirements & Acceptable Files

Display advertising space must be reserved two months prior to publication of each issue. (For example, ads for the January/February issue are due by November 1.) No cancellations are accepted after the closing date. Completed display advertising contracts should be sent to Rob Pugliese, director of communications, by the closing date. They can be faxed to (717) 232-7169 or emailed to Rob's attention at rap@padental.org.

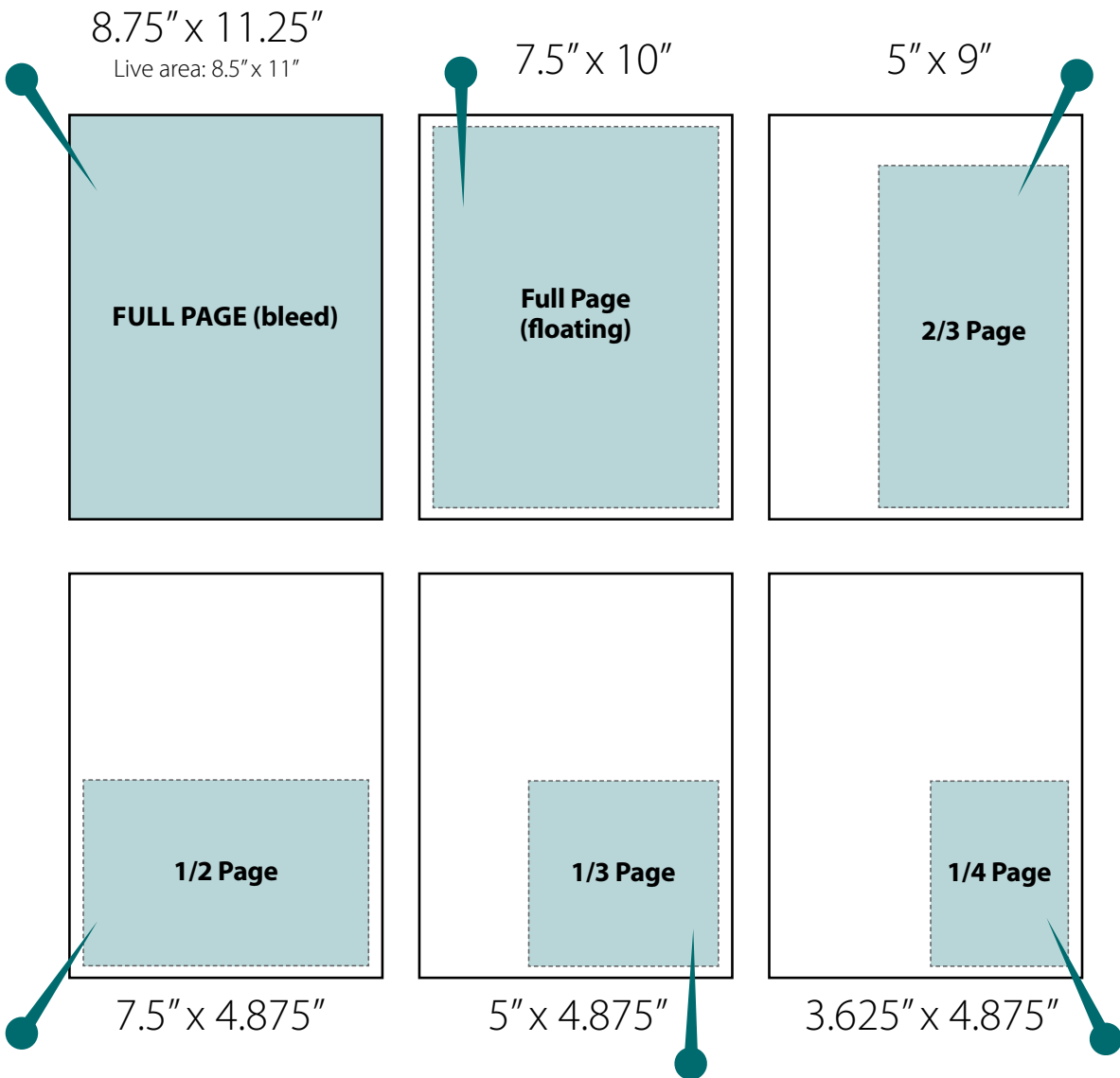
Files

- Hi-res PDF file.
- Adobe Illustrator, or EPS file.
- Each option must include an actual size proof.

*An additional 25 percent will be charged for ad design.



ADVERTISING SPECS



Pennsylvania Dental Journal

DISPLAY ADVERTISING CONTRACT

This contract is by and between the Pennsylvania Dental Association ("publisher"), publisher of the Pennsylvania Dental Journal, and _____ ("advertiser").

Payment for advertising covered by this contract will be made within thirty days of date of billing by the publisher. A 1.5 percent penalty (compounded monthly) will be charged to all accounts 30 or more days past due. First time advertisers must submit full payment with insertion order.

The publisher reserves the right to cancel the contract at any time upon default by the advertiser in the payment of bills. In the case of delinquency in payment or impaired credit of the advertiser, the publisher shall have the right at any time to change the requirements as to terms of payment for further advertising under this contract.

Authority is given to repeat previous copy if new copy is not received by closing date as stated on the official rate card.

Advertiser/Client

Contact person (please print)

Signature

Address

City

Telephone

Size

- FULL PAGE 1/3 PAGE
- 2/3 PAGE 1/4 PAGE
- 1/2 PAGE

Insertion Issue(s)

- JAN/FEB 20 ____ JUL/AUG 20 ____
- MAR/APR 20 ____ SEP/OCT 20 ____
- MAY/JUN 20 ____ NOV/DEC 20 ____

Rate

\$ _____

Invoice to:

- ADVERTISER
- AGENCY

Authorized Agent

Title

Advertising Agency

Signature

Date