

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>Full Page</p> <p>7.25" wide X 9.625" tall</p>	<p>Back Cover</p> <p>7.5" wide X 6.3125" tall</p>	<p>1/4 pg</p> <p>3.5" wide X 4.625" tall</p> <p>1/2 pg</p> <p>7.25" wide X 4.625" tall</p>	<p>1/3 pg</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 _____