

# Association Newsletter

## Advertising Information/Contract

**Issuance:** January, May, September  
**Circulation:** Approximately 2000 Florida West Coast Dentists  
**Contract Deadlines:** 2 months prior to publishing  
**Cancellation:** Ad cancellations will not be accepted after the contract deadline.  
Jan: November 1<sup>st</sup>, May: March 1<sup>st</sup>, Sept: July 1<sup>st</sup>

### Advertising Rates per Issue:

<b>Full Page:</b>	8" x 10.125"	\$778.05	<b>Page:</b>	8.5" x 11"
<b>Half Page:</b>	8" x 4.875" Horizontal	\$409.50	<b>Color:</b>	Full Color
<b>Quarter Page:</b>	3.875" x 4.875" Vertical	\$245.70	<b>Screen:</b>	Yes
<b>Eighth Page:</b>	3.875" x 2.5"	\$131.04	<b>Bleed:</b>	None
<b>Vendor/Non Mbr.</b>	25 words or less	\$ 66.00	<b>Commission:</b>	None
<b>Classified:</b>	each extra word	\$1.10	<b>Special Position:</b>	None
<b>Member Classified:</b>	25 words or less	\$33.00	<b>Printing Method:</b>	Offset
	each extra word	\$1.10	<b>Paper:</b>	80lb. Gloss Text
<b>Insert:</b>	7.5" x 10" per 2000	\$900.90		

### Reproduction:

#### Digital File – File formats accepted:

Press Quality PDF File - 300 dpi.

Tag Image File Format – TIF 300 dpi.

Encapsulated Postscript – EPS 300 dpi.

*All digital files need to be either grayscale or CMYK.*

Company Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

CC # (V/MC): \_\_\_\_\_ Exp: \_\_\_\_\_

CVV Code: \_\_\_\_\_ Please indicate size of ad desired: \_\_\_\_\_

Month/Months to run: \_\_\_\_\_

This is authorized by: \_\_\_\_\_ Date: \_\_\_\_\_

*(Signature)*

**Please forward this agreement with Check/Visa/MasterCard and digital art files to the WCDDA.**

*(Art files can be emailed to: [melissa@wcdental.org](mailto:melissa@wcdental.org))*

All advertising is subject to the approval of the editorial staff. The editorial staff reserves the right to reject any advertising and to edit as deemed appropriate. The editorial staff does not assume liability to content of advertising matter. Additional charges may apply for photos, screens, typesetting and any graphic preparation. Rates effective January 2011 (subject to revision).

*To view samples of past newsletters, please visit: [www.wcdental.org/wcd\\_professionals/newsletters.html](http://www.wcdental.org/wcd_professionals/newsletters.html)*

1114 Kyle Wood Lane • Brandon, Florida 33511 • (813) 654-2500 • FAX (813) 654-2505 • [www.wcdental.org](http://www.wcdental.org)