



# ADVERTISING RATES

*A Quarterly Publication of the Massachusetts Dental Society*

The JOURNAL OF THE MASSACHUSETTS DENTAL SOCIETY is published four times a year: **Spring, Summer, Fall, and Winter**. It is circulated to all 4,500 members of the MDS as well as to paid subscribers and news media.

## EDITORIAL

The JOURNAL OF THE MASSACHUSETTS DENTAL SOCIETY is the official publication of the Massachusetts Dental Society. It embodies a wide range of topics to assist practicing dentists including clinical, scientific, and other articles covering timely dental issues. In addition, columns appear on a rotating basis that may include technology, legislation, practice management, insurance, and finance. The MDS reserves the right to edit all material accepted for publication, and all editorial copy is subject to its approval. The JOURNAL OF THE MASSACHUSETTS DENTAL SOCIETY is a publication member of the American Association of Dental Editors.

### RATES AND FREQUENCY

SIZE	4-COLOR		BLACK/WHITE	
	1X	4X	1X	4X
Full page	\$1,980	\$1,760	\$950	\$880
Half page	1,210	1,075	585	535
1/3 page	975	840	465	420
1/4 page	900	785	430	390

ISSUE	INSERTION CLOSING DATES	DISPLAY AD DUE
SPRING	February 1	February 15
SUMMER	May 1	May 15
FALL	August 1	August 15
WINTER	November 1	November 15

*Payment must accompany signed contract for first time advertisers.*

### AD SIZES



Full Page  
8½" x 11"



Half Horizontal  
7½" x 5"



Quarter Square  
3½" x 4¾"



Half Vertical  
3½" x 10"



One-third Square  
4½" x 4¾"



One-third Vertical  
2¼" x 10"

### PREFERRED POSITIONS AND OTHER ADDITIONAL FEES

- Inside front cover 15%
- Inside back cover 15%
- Back cover 20%
- Specific inside page 10%
- Bleeds 10%
- Half-page island ad (4½" x 7¼") \$300
- Inserts (For details contact Rachel Marks at (508) 480-9797, extension 259.)
- Ad design (For details contact Jeanne Burdette at (508) 480-9797, extension 254.)

Submissions received after the insertion closing dates listed above are subject to a 10% surcharge.

### COLOR SPECIFICATIONS

CMYK or B/W.

### MECHANICAL REQUIREMENTS

All advertising materials should be supplied as electronic files.

- Publication size: 8½" x 11"
- Bleed: 1/8" on all sides
- Trim size: 8½" x 11"

High-resolution PDFs (with fonts embedded) are preferred. We also accept files created on both platforms, Mac and PC. These files should be collected to disk with fonts and supporting files (Tiff, JPEG, EPS). We accept the following media: CD-ROM. In addition to electronic files, we require color laser prints with 4-color ads. For more information, please contact Jeanne Burdette at (508) 480-9797, extension 254.

### DISCLAIMER

The appearance of advertising in the JOURNAL OF THE MASSACHUSETTS DENTAL SOCIETY is not an MDS guarantee or endorsement of the product or the claims made for the product by the manufacturer. The fact that an advertisement for a product, service, or company has appeared in an MDS publication shall not be referred to in collateral advertising.



DISPLAY ADVERTISING CONTRACT

DATE \_\_\_\_\_

FOR THE JOURNAL OF THE MASSACHUSETTS DENTAL SOCIETY

ADVERTISER \_\_\_\_\_



Contact \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Telephone ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_

Email \_\_\_\_\_ Web site \_\_\_\_\_

Include your URL address if you would like a link from our Advertisers' Index to your Web site.

AGENCY (if applicable) \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip Code \_\_\_\_\_

Telephone ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_

SEND INVOICE TO:  Advertiser  Agency RETURN ARTWORK TO:  Advertiser  Agency

Authorized signature \_\_\_\_\_

MDS authorization \_\_\_\_\_

SIZE AND SPECIFICATIONS (check where applicable)

- Full page (8½" x 11")
- Half page horizontal (7½" x 5")
- One-third page vertical (2¼" x 10")
- TIMES PUBLISHED:  1  2  3  4
- Half page vertical (3½" x 10")
- One-third page square (4½" x 4¾")
- Quarter page (3½" x 4¾")
- Black/white  4 Color (CMYK)

DATES OF INSERTION (check where applicable)

ISSUE	INSERTION CLOSING DATES	DISPLAY AD DUE
<input type="radio"/> Spring _____	February 1	February 15
<input type="radio"/> Summer _____	May 1	May 15
<input type="radio"/> Fall _____	August 1	August 15
<input type="radio"/> Winter _____	November 1	November 15

*Payment must accompany signed contract for first time advertisers. Submissions received after the insertion closing dates are subject to a 10% surcharge. If advertising deadlines fall on a holiday or weekend, deadline will be the next business day.*

Preferred position (or other additional fees) \_\_\_\_\_

Additional instructions \_\_\_\_\_

RETURN TO:

Rachel Marks, MDS advertising sales coordinator  
Massachusetts Dental Society, Two Willow Street, Suite 200, Southborough, MA 01745-1027  
Telephone (508) 480-9797 ext. 259 • Fax (508) 480-0002 • Email [rmarks@massdental.org](mailto:rmarks@massdental.org)



- Check enclosed made payable to the Massachusetts Dental Society
- MasterCard  Visa  American Express Account # \_\_\_\_\_ Expiration Date \_\_\_\_\_

Authorized signature of cardholder \_\_\_\_\_

Please print cardholder name \_\_\_\_\_

All credit card transactions are processed in U.S. dollars. Returned checks are subject to a \$25 fee. Once ad(s) is placed, refunds will not be issued. The MDS reserves the right to decline to accept or to withdraw ads at its discretion. The MDS will hold all advertisers liable for all payments related to display ads under this contract.

I \_\_\_\_\_ agree to the terms and state that the information above is correct.

Signature \_\_\_\_\_ Date \_\_\_\_\_

# DISPLAY ADVERTISING CONTRACT

## FOR THE JOURNAL OF THE MASSACHUSETTS DENTAL SOCIETY

THE ADVERTISER OR ITS REPRESENTATIVE AGENCY (HEREIN AFTER CALLED THE "ENTITY") HEREBY PLACES A REQUEST FOR ADVERTISING IN ANY MASSACHUSETTS DENTAL SOCIETY PUBLICATION PURSUANT TO THIS CONTRACT, AND IF THE PUBLISHER (HEREIN AFTER CALLED THE "MDS") ACCEPTS THIS OFFER, THE ENTITY AND THE MDS HEREBY AGREE THAT THIS CONTRACT SHALL BE GOVERNED BY THE FOLLOWING CONDITIONS:

### 1. DISPLAY ADVERTISING PAYMENT POLICY

(a) To establish credit with the Massachusetts Dental Society, the Entity is required to make payment in advance for the first ad before being placed on an invoice system. Payment must be received either with an ad order or with the ad itself or it will not be published. Entity agrees to pay for all advertising published by the MDS in accordance with this contract. Once credit is established, MDS will typically bill the Entity within 30 days of each published advertisement covered under this contract. Entity shall make payment to the MDS within 30 days of receipt of billing. In order to receive commission, when applicable, the Entity must pay the bill within the 30-day period. Unless otherwise stipulated in writing, ad rates, discounts, and charges for other services necessary for the publishing of the advertising under this contract will be listed on the MDS's rate card, specifically incorporated herein.

The MDS will hold the Entity liable for all payments related to advertising under this contract. All court costs and reasonable attorney's fees incurred by the MDS in enforcing payment under the terms of this contract and corresponding rate card referred to in Section 2 herein shall also be borne by the Entity.

(b) The Entity agrees to pay for all mechanicals, separations, drawings, typesetting, etc., for the production of the advertising under this contract at the rate listed on the MDS's official rate card and in the manner outlined in subsection (a) above.

(c) The Entity is responsible for all costs in shipping the advertising under this contract to the MDS for publication.

(d) Unless the Entity makes written notification to the MDS within 30 days after receiving a bill for advertising under this contract, such bill shall be conclusive as to the correctness of the items therein set forth and shall constitute an account stated.

(e) The MDS reserves the right to cancel this contract at any time upon default by the Entity in the payment of accounts stated or in the event of any other substantial breach of this contract by the Entity. Upon such cancellation, charges for all advertising published and all other charges payable under this contract shall become immediately due and payable by the Entity upon rendition of bills therefore and interest shall accrue at the rate of 18 percent per annum for all amounts outstanding for periods in excess of 30 days.

(f) The postmark date on the envelope properly addressed to the MDS shall be considered the date when payment is made.

(g) Payment must accompany signed contract for first time advertisers.

### 2. RATES

(a) The MDS represents that all its rates are published on an official rate form which is periodically updated by the MDS and given a new effective date.

(b) The MDS's official rate form with rates in effect at the time a requested advertisement is published by the MDS shall be understood to mean the schedule of advertising rates of the MDS upon which this contract is based. The Entity hereby acknowledges that

it is aware of the official rates in effect at the time the Advertising Insertion Order is executed and understands that it may request an updated rate form in writing from the MDS at any time. Upon such request, MDS shall promptly cause an updated rate form to be mailed or delivered to the Entity.

### 3. PROOF OF INSERTION

A copy of each issue in which the advertising appears, shall be mailed or otherwise supplied to Entity, which shall be deemed to have received such copy or page unless the MDS is notified in writing of the non-receipt thereof within 30 days after the date of publication. The MDS may mail or otherwise supply an affidavit of publication in lieu of a second copy or page containing the advertisement. Failure to forward or furnish such copy, page, or affidavit shall not constitute a breach of the contract. However, the MDS shall exercise reasonable diligence in attempting to meet all such requests.

### 4. CIRCULATION

The MDS, by postal regulation, must publish a yearly statement of ownership which includes publication and circulation statistics. This information will constitute the official figures for all MDS publications.

### 5. OMISSIONS OF ADVERTISING

Failure by the MDS to insert in any particular issues or issues the advertising under this contract invalidates the order for insertion in the missed publication, but shall not constitute a breach of contract. In the event a requested insertion date cannot be met by the MDS, despite its reasonable diligence, the MDS shall have the authority to place the advertisement in the respective publication issue immediately following the last requested insertion order date contained in the Advertising Insertion Order, unless the Entity specifically requests in writing that the missed insertion date be omitted from the contract entirely. The MDS shall have the right to omit any advertisement when the space allotted to advertising in the issue for which such advertisement is ordered has all been taken, or where there is a substantial change in the product or subject of the advertisement which may conflict with the MDS's general policy on advertising. The MDS may also limit the size and/or position of an advertisement in any issue.

### 6. GENERAL

(a) The MDS reserves the right to decline any Advertising Insertion Order with or without cause. The MDS also reserves the right to cancel without cause an Advertising Insertion Order which has been previously accepted by the MDS in the event the substance or format of a subsequent advertisement differs in any way from the advertisement that was originally submitted with the Advertising Insertion Order. If an Advertising Insertion Order which has been previously accepted by the MDS is cancelled by the MDS, the MDS's sole responsibility shall be to promptly refund all monies previously paid to the MDS, less any charges for advertisements already inserted pursuant to the Entity's original Advertising Order.

(b) A waiver by either party hereto of any default or breach by the other party shall not be considered as a waiver of any subsequent default or breach of the same or any other provisions hereof.

(c) The order is not binding until signed by both parties. If approved by the MDS, a fully executed copy of an Advertising Insertion Order will be sent to the Entity by the MDS. Otherwise, any checks or other consideration tendered with an Advertising Insertion Order request will be promptly returned to the Entity by the MDS.