

Display Advertising Rates

The JOURNAL OF THE MASSACHUSETTS DENTAL SOCIETY is a quarterly publication. Issues are published in **Spring (May), Summer (August), Fall (November), and Winter (February)**. It is circulated to all 5,000 members of the MDS, as well as to subscribers and the 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 include technology, legislation, practice management, insurance, and finance.

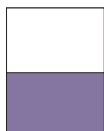
RATES AND FREQUENCY					ISSUE	INSERTION CLOSING DATES	MATERIAL DUE DATE
SIZE	4-Color		B/W				
	1x	4x	1x	4x			
Full page	\$1,980	\$1,760	\$950	\$880	SPRING	March 1	March 15
Half page	1,210	1,075	585	535	SUMMER	June 1	June 15
1/3 page	975	840	465	420	FALL (YDC)	September 1	September 15
1/4 page	900	785	430	390	WINTER	December 1	December 15

Payment must accompany signed contract for all advertisers by insertion closing date.

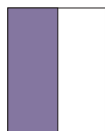
DISPLAY AD SIZES



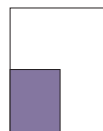
Full Page
8½" x 11"



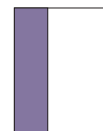
Half-page Horizontal
7½" x 5"



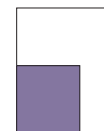
Half-page Vertical
3½" x 10"



Quarter Page
3½" x 4¾"



One-third Vertical
2¼" x 10"



One-third Square
4¾" x 4¾"

PREFERRED POSITIONS AND OTHER ADDITIONAL FEES

Inside front cover	15%
Inside back cover	15%
Outside back cover	20%
Specific inside page	10%
Inserts	For details, contact Melissa Carman at (800) 342-8747, ext. 260.
Ad design	For details, contact Jeanne Burdette at (800) 342-8747, ext. 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: 8.5" x 11"

Bleed: 1/8" on all sides

High-resolution PDFs (with fonts embedded) are preferred.

We accept files created on both Mac and PC platforms.

These files should be collected to disk with fonts and supporting files (Tiff, JPEG, EPS). We also accept the following media: CD-ROM. For more information, please contact Jeanne Burdette at (800) 342-8747, ext. 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.

Massachusetts Dental Society

Two Willow Street, Suite 200 • Southborough, Massachusetts 01745-1027

Tel: (800) 342-8747 • Fax: (508) 480-0002

www.massdental.org/classifieds

ADVERTISER _____ Date _____

Contact _____

Address _____

City, State, Zip _____

Telephone _____ Fax _____

Email _____ Website _____

AGENCY (If applicable) _____ Date _____

Contact _____

Address _____

City, State, Zip _____

Telephone _____ Fax _____

Email _____ Website _____

Send Invoice To: Advertiser Agency

Authorized signature _____

MDS authorization _____

SIZE AND SPECIFICATIONS check where applicable

- Full Page 8½" x 11"
- Half-page Horizontal 7½" x 5"
- Half-page Vertical 3½" x 10"
- Quarter Page 3½" x 4¾"
- One-third Vertical 2¼" x 10"
- One-third Square 4¾" x 4¾"
- 4 Color (CMYK) B/W

Payment must accompany signed contract for all advertisers by insertion closing date. Submissions received after the closing dates are subject to a 10% surcharge. If advertising deadline falls on a holiday or weekend, deadline will be the next business day.

Preferred position (or other additional fees) _____

Additional instructions _____

DATES OF INSERTION (quarterly)		INSERTION CLOSING DATES	MATERIAL DUE DATE
ISSUE	YEAR		
<input type="checkbox"/> Spring	_____ (published May)	March 1	March 15
<input type="checkbox"/> Summer	_____ (published August)	June 1	June 15
<input type="checkbox"/> Fall (YDC)	_____ (published November)	September 1	September 15
<input type="checkbox"/> Winter	_____ (published February)	December 1	December 15

RETURN TO

Melissa Carman, MDS director of publications
Massachusetts Dental Society, Two Willow Street, Suite 200, Southborough, MA 01745-1027
Telephone (800) 342-8747, ext. 260 • Fax (508) 480-0002 • Email mcarman@massdental.org

Payment Information:

- 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 classified ads under this contract.

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

Signature _____ Date _____

Display Advertising Contract

For 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) The Entity is required to make payment in advance for all advertisements placed in the Journal of the Massachusetts Dental Society. Payment must be received either with an ad order or with the ad itself. Ads will not be published until payment has been received. Entity agrees to pay for all advertising published by the MDS in accordance with this contract. 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 all 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.