

# Display Advertising Rates

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

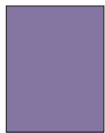
## EDITORIAL

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.

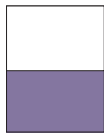
RATES AND FREQUENCY					ISSUE	INSERTION CLOSING DATES	MATERIAL DUE DATE
SIZE	4-Color		B/W				
	1x	4x	1x	4x			
Full page	\$2,175	\$1,935	\$1,045	\$970	WINTER	December 1	December 15
Half page	1,330	1,185	645	590	SPRING	March 1	March 15
1/3 page	1,075	925	515	465	SUMMER	June 1	June 15
1/4 page	990	865	475	430	FALL (Yankee)	September 1	September 15

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

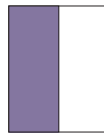
## DISPLAY AD SIZES



Full Page  
8½" x 11"



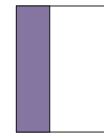
Half-page Horizontal  
7½" x 5"



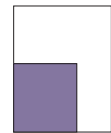
Half-page Vertical  
3½" x 10"



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 Suzanne Gulledge 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.

For more information, please contact Suzanne Gulledge 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 service, or of the claims made for it by its makers or advertisers.

## Massachusetts Dental Society

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

Tel: 800.342.8747 • Fax: 508.480.0002

[massdental.org/advertising](http://massdental.org/advertising)

**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. Ads will not be published until paid for in full. Payment signifies consent to the attached Terms and Conditions.

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

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

**DATES OF INSERTION** (quarterly)

**INSERTION CLOSING DATES**

**MATERIAL DUE DATE**

ISSUE	YEAR		
<input type="checkbox"/> Winter	_____ (published February)	December 1	December 15
<input type="checkbox"/> Spring	_____ (published May)	March 1	March 15
<input type="checkbox"/> Summer	_____ (published August)	June 1	June 15
<input type="checkbox"/> Fall (Yankee)	_____ (published November)	September 1	September 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](mailto: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 reject or withdraw any ads, with or without cause. The MDS will hold all advertisers liable for all payments related to ads accepted under this contract.

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

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

# Display Advertising Contract: Terms and Conditions

THE ADVERTISER OR ITS REPRESENTATIVE AGENCY (HEREIN AFTER CALLED THE "ENTITY") HEREBY PLACES A REQUEST FOR ADVERTISING IN THE JOURNAL OF THE MASSACHUSETTS DENTAL SOCIETY 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) If the Entity requests the MDS's services in preparing its advertising under this contract, it agrees to pay for all mechanicals, separations, drawings, typesetting, etc., for the advertising at the rate listed on the MDS's official rate card and in the manner outlined in subsection (a) above.

(c) Except as provided above in Section 1(b), 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 create an account for the receivable 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 breach or misconduct by the Entity; or for other good cause. 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 therefor and interest shall accrue daily at the rate of 18 percent per annum for all amounts outstanding beyond the due date for payment.

## 2. RATES

(a) The MDS shall publish its rates on an official rate form which is periodically updated by the MDS and given a new effective date.

(b) The advertising rates stated on MDS's official rate form as in effect at the time a requested advertisement will be published by the MDS shall be the rates that apply to that ad. The Entity hereby acknowledges that it is responsible to be aware of the official rates in effect at the time an Advertising Insertion Order is signed and submitted and 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 the Entity, generally within 30 days after the date of publication. Failure to do so shall not constitute a breach, but the MDS shall exercise reasonable diligence in attempting to meet the Entity's request for a copy.

## 4. CIRCULATION

The MDS, by postal regulation, must publish a yearly statement of ownership which includes publication and circulation statistics.

## 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 advertising policies. The MDS may also limit the size and/or position of an advertisement in any issue and, if appropriate, provide a price adjustment and/or refund.

## 6. REPRESENTATIONS AND LIABILITY

Entity warrants and agrees that it has the authority to submit the advertisement(s) and that all advertisements it submits (i) shall comply with all federal and state laws, regulations, orders and restrictions, including without limitation those related to unfair and deceptive trade practices, consumer protection, data privacy, promotions and advertising, and (ii) shall not violate or infringe any person's intellectual property rights or disclose confidential or private information. Advertiser assumes full responsibility for the accuracy and truthfulness of all copy submitted and shall indemnify and hold harmless the MDS and its members from and against any claims, liabilities or damages arising from any advertisements Advertiser submits and to any costs and legal fees relating thereto. Under no circumstances will the MDS have any liability for any damage, losses or expenses that may arise from running, or failing to insert, any advertisement.

## 7. GENERAL

(a) The MDS reserves the right to decline any Advertising Insertion Order, and to cancel an Advertising Insertion Order which has been previously accepted, with or without cause, including but not limited to inconsistency with the MDS's mission, principles, policies or activities. 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.

(d) This contract shall be governed by the laws of the Commonwealth of Massachusetts, as they apply to contracts entered into and performed within the state. The Entity submits to the exclusive jurisdiction of the federal and state courts of Massachusetts with respect to all claims and disputes arising under this contract.