

Dental Society of Western Pennsylvania
900 Cedar Avenue
Pittsburgh, PA 15212
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Bulletin Advertising Rates
Effective January 1, 2008

<u>Bulletin Rates</u>	<u>1X Placement</u>	<u>3X Placement</u>	<u>6X Placement</u>
Full Inside Page	\$300	\$290	\$275
Half Inside Page	\$225	\$200	\$190
Quarter Page	\$170	\$160	\$150
Outside Back Cover	\$300	\$280	\$260
Inside Front Cover	\$335	\$325	\$310
Inside Back Cover	\$315	\$300	\$295
Page 2	\$315	\$300	\$290
Prof. Announcements	\$80 (solo practitioner)	\$110 (group practice)	

MECHANICAL SPECIFICATIONS:

	<u>Art Work</u>	<u>Final Printed Size</u>
Full Page Ad	6 ¾" wide by 8 7/8" high	7 ½" wide by 9 5/8" high
Half Page Ad	6 ¾" wide by 4 7/8" high	7 ½" wide by 4 5/8" high
Quarter Page Ad	3 ½" wide by 4 7/8" high	3 5/8" wide by 4 5/8" high

Line Screen = 150

Color ads – please contact editor for costs

Inserts – please contact editor for costs

NOTES:

The above fees are for **CAMERA-READY COPY** only! An additional 20% fee may be added to design or layout non-camera-ready ads. All ads are subject to approval.

Professional announcements: available for members only. These will be plain text practice announcement of a half-page size, one time insertion with no graphics.

CLASSIFIED ADS: MEMBERS – a minimum charge of \$40 for the first 35 words. **NON-MEMBERS** – a minimum charge of \$50 for the first 35 words. All-ads each additional word is fifty cents. A \$10 fee will be charged for a Reply Box number. All classifieds **MUST** be paid for **upon submission** and **must be typewritten or printed** with double-spacing. If it is not, we take no responsibility for the ad.

DEADLINES: The first of the month preceding publication date is the deadline. The Bulletin is published six times per year beginning with the January/February issue.