Advertising in **INSCRIPTIONS**

**THE ARIZONA DENTAL ASSOCIATION’S MONTHLY PUBLICATION—SINCE 1955**

Legislative, social, business and clinical articles for dental professionals in Arizona.

Between 2,500 and 3,000 copies are printed and mailed per month.

Most cost-effective way to reach ONLY dental professionals in Arizona.

At least 44 full-color pages per month. Special issues that are sent to ALL dentists in AZ.

Digital version is available to allied members and all dental students at ASDOH & MWU.
The Arizona Dental Association (AzDA) provides the most targeted, cost-effective means to reach dental professionals in Arizona—period.

Through a diverse set of media portfolio products, including: endorsed and business affiliate programs, event sponsorship, regional convention sponsorship, membership mailing labels, CE sponsorship, classified advertising, display advertising in *Inscriptions* (AzDA’s monthly publication) and online advertising you will have the flexibility to tailor a media campaign to specifically target your ideal audience and maximize your business’ exposure.

*Inscriptions* is the official, four-color journal of the Arizona Dental Association and is a benefit of AzDA membership; subscriptions are available to non-members. As “Essential Reading for Arizona Dentists,” the primary editorial focus is the business of dentistry and information of interest to AzDA Members and Arizona dental professionals statewide. *Inscriptions* is distributed monthly to nearly 2,500 Arizona dentists, 2,000 allied members (hygienists, dental assistants, office managers and lab technicians) as well as 630 dental students from Arizona’s two dental schools.

As you read through the AzDA media kit below, please direct your inquiries to Terry@azda.org, or call 480.344.5777 ext.313.
FIRST-TIME ADVERTISERS
Payment must accompany first order. Pay in advance for 12 consecutive issues—deduct 5% off total advertising contract! Advertisements are subject to review and approval by AzDA’s Editorial Board.

Premium positions are available on a first come, first-served basis. Check with AzDA for availability. Accuracy of ads is advertisers’ responsibility. Cancellations will not be accepted after the “space reservation” deadline. Advertisers receive a complimentary subscription for the duration of their contract and additional incentives may apply. Subletting of advertising space is strictly prohibited.

DISPLAY ADVERTISING SIZES

TWO PAGE SPREAD
Bleed Size: Set your artwork up to 16.75” x 10.875” and add a .125” bleed on all sides; this will make your final file 17”w x 11.125”h
Non-Bleed Size: 15.75”w x 9.875”h

FULL PAGE
Bleed Size: Set your artwork up to 8.375” w x 10.875”h and add a .125” bleed ONLY on top, bottom, and right, this will make your final file 8.5”w x 11.125”h
Non-Bleed Size: 7.375”w x 9.875”h

FULL PAGE, BACK PAGE ONLY
Bleed Size: Set your artwork up to 8.375”w x 9.25”h add a 0.125” bleed ONLY on the bottom, right and left; there is no top bleed, this will make your final file 8.625”w x 9.375”h.

There is no non-bleed size available for the back cover advertisement.

HALF PAGE HORIZONTAL
7.375”w x 4.75”h

THIRD PAGE VERTICAL
2.2917”w x 9.875”h

THIRD PAGE BOX
4.8333”w X 4.9375”h

TWO-THIRDS PAGE
4.8333”w X 9.875”h

Please do not include crop marks, registration marks or any notations outside of the artwork

Inscriptions final trim size: 8.375”w x 10.875”h. Inscriptions is non-commissionable and published by Arizona Dental Association “Arizona’s voice of Dentistry.”

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<td>$2,055</td>
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ARTWORK FORMATS, SPECS, AND DEADLINES

DIGITAL MEDIA SPECS:
Flattened PDF preferred; JPG is accepted. Must be high resolution (300 dpi is recommended). Submitted ads with lower than 300 dpi resolution may reproduce poorly (look fuzzy or pixelated). Microsoft Publisher files are not accepted. Search Google for “converting ms publisher to pdf” for guidance.

DEADLINES
In order to be considered for publication in the next issue of Inscriptions, advertisers must formally agree to place an ad as well as commit to a specific ad size by the 1st of the month; artwork is due no later than the 12th of the month.

For example, to be considered for publication in the April issue of Inscriptions, advertisers need to formally commit to running an ad (as well as choose a full, half, or third page) by March 1. Additionally, the advertiser’s artwork is due on or before March 12. Artwork submitted after the 12th cutoff date will not be considered for publication in the next month. In this example, if artwork was submitted on the 16th, it would be considered for the May, and not the April issue.

ADVERTISING GUIDELINES

Inscriptions is a primary source on which AzDA members can rely for news related to dentistry in Arizona, local and national issues and activities, exclusive articles and information relating to colleagues and the dental community. All views expressed are not to be regarded as the views of AzDA. AzDA does not assume liability for contents of advertisements, nor do advertisements constitute endorsement of products or services. AzDA reserves the right to refuse or cancel any advertisement at any time. Inscriptions is a benefit of AzDA membership, included in annual dues.

Advertisements must conform with the Dental Practice Act, Laws of Arizona and the United States of America. Advertisements must conform with the Bylaws and Code of Ethics of the Arizona Dental Association and the American Dental Association. Advertisements must not be discriminatory on the basis of age, sex, religion or race. Specific policies, including rates, will be determined by the Council on Communications acting on the recommendation of the Executive Director.

The journal reserves the right to reject or discontinue any advertisement at its sole discretion. As policy the journal does not accept advertising of any product classified by the Council on Dental Therapeutics of the American Dental Association as unacceptable. The Arizona Dental Association does not assume responsibility for promotions, advertising claims or guarantees made by contributors. The advertiser agrees to indemnify, protect and hold harmless the publisher from any claims or expense resulting from the advertiser’s unauthorized use of any name, photograph, sketch or words protected by copyright or registered trademark.

Advertising which simulates editorial material must carry the words “ADVERTISEMENT” at the top. The publisher is not liable for delays in delivery and/or nondelivery in the event of an Act of God, action by any governmental or quasi-governmental agency, fire, flood, insurrection, riot, explosion, embargo, strikes, whether legal or illegal, labor or material shortage, work slowdown, editorial or production delays, or any condition affecting production or delivery in any manner. If a mistake in advertising occurs (including, but not limited to, omission, copy error, or size error) and is the fault of the publisher, advertiser remedies will be limited to one of the following:

(1) cancellation or reduction of production charges, (2) “make-good” advertisement in next available issue or (3) full refund.

Publisher reserves the right to revise advertising rates at any time upon 30 days notice in writing. All orders and/or agreements are accepted subject to this notice. Publisher reserves the right to cancel any advertisement at any time. Advertising must be factual, dignified, in good taste and intended to provide useful product and service information. All advertisements submitted for publication are subject to review.

Advertisements must not be deceptive or misleading. Products or services eligible for advertising must be germane to the practice of dentistry, or of interest to dentists and/or dental professionals. By submitting advertising copy, advertisers certify that such copy and the advertised product(s) are in accord with applicable government laws and regulations (for example, equal opportunity laws and regulations covering new drug applications and prescription drug advertising). Acceptance of advertising in AzDA publications is not to be construed as a guarantee that the manufacturer has complied with such laws and regulations.

Subletting of advertising space is strictly prohibited.

An advertisement for an educational course is eligible if the course is conducted under the auspices of the ADA and/or AzDA and is recognized by the ADA, AzDA or one of its component dental societies, a national certifying board or national society for one of the specialty areas of dental practice recognized by the ADA, an accredited dental or medical school, or any organization specifically referred to in the Bylaws of the American Dental Association.

AzDA reserves the right to decline advertising for any course that involves the teaching or use of a product or technique that conflicts with Association policy, or is the subject of an unfavorable or cautionary report by an agency of the ADA. The advertisement must state which organization is associated with the course and, if applicable, the number of and type of continuing education credits granted on completion of the course. All other eligibility for the advertisement of a course will be determined on a case-by-case basis.
**Section 1:** Agreement, I/We have reviewed the Insertion Order Advertising Rates & Specification and authorized The Arizona Dental Association to insert the following advertisement(s) in INSCRIPTIONS Magazine. I/We understand our advertisement will begin appearing in the first available edition based on closing dates. Space reservations are due the first Friday of the month for the following month’s edition (January for February’s edition). Artwork is due no later than the 15th day of the month for the following month’s edition.

Signature ___________________________ Date ____________

**Section 2:** INSCRIPTIONS is issued 12 times per year, January – December. Executive Director Update is issued bimonthly via email to every AzDA Member and archived on www.AzDA.org. Classified Advertising: All Classified Advertising are 12 month contracts.

**Inscriptions Issues:**

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**Executive Director Update (EDU):**

Leaderboard (728x90 px) □ 4 Months □ 6 Months □ 12 Months

Skyscraper (120x600 px) □ 4 Months □ 6 Months □ 12 Months

Product Showcase (698x191 px) □ 4 Months □ 6 Months □ 12 Months

**EDU Bi-Monthly Schedule:**

January □ □  February □ □  March □ □  April □ □  May □ □  June □ □  July □ □  August □ □  September □ □  October □ □  November □ □  December □ □

**Classified Advertising:** All Artwork submitted will be posted within one week of submission. Your ad will run for twelve consecutive months.

January □ □  February □ □  March □ □  April □ □  May □ □  June □ □  July □ □  August □ □  September □ □  October □ □  November □ □  December □ □

**Section 3:** Company Name as it should appear in Index to Advertisers __________________________

Contact Name: ___________________________ Email: ___________________________

Phone: (________________________) Fax: (________________________)

Company Address: ___________________________ City - State - Zip: ___________________________

**Authorization for Advertising:** I am hereby authorized to publish the advertisement detailed above. I hereby affirm that I am the authorized contact for this advertising on behalf of the above mentioned advertiser. I acknowledge this insertion order is subject to all terms and conditions of the publishers rate card. Payment terms: Net 30 days.

**Section 4:** Payment information New advertisers requesting a monthly invoice must pay for the first month prior to publication (Check payable to AzDA or any Major Credit / debit card). All 12 month contracts paid in advance will receive a 5% deduction from the total amount due. Advertiser receives a complimentary subscription for the duration of the contract.

Total Advertising $ ____________ Choose from the following payment options:

- □ Check Enclosed # ____________ Amount $ ____________
- □ Check here to receive invoice for TOTAL ____________
- □ Check here to receive monthly invoice (new advertisers must pay in advance for first ad)
- □ Check here to authorize credit card charge for TOTAL (INSRIPTIONS accepts all major credit/debit cards)
- □ Check here to authorize monthly credit card charge (INSRIPTIONS accepts all major credit/debit cards)

Card # ____________________________________ Expiration ____________ V-Code (required) ____________

Billing Address (if different from above) ____________________________________________

City-State-Zip ___________________________________________________________________

Print Cardholder Name _____________________________________________________________

Cardholder Signature _____________________________________________________________