



**www.isds.org • 217-525-1406**  
**Fax: 217-525-8872**

**MECHANICAL REQUIREMENTS**

Trim size 8.5" X 11", Stock is White, 70 lb. matte or gloss text, saddlestitched.

Size	Width		Depth
Full tabloid	7.5"	X	10"
Full tabloid (with bleed)	8.75"	X	11.25"
One-half page	7.5"	X	4.5"
One-third vertical	2.25"	X	10"
One-third island	4.875"	X	4.875"
One-quarter page	7.5"	X	2.25"

The *Illinois Dental News* is a membership publication of the Illinois Dental Society. The *News* is published monthly. Editorial content of the *Illinois Dental News* includes news of interest, editorials, and official business of ISDS, including legislative affairs and policies affecting the dental profession in the State of Illinois.

**ADVERTISING RATES — 2011**

**CIRCULATION**

**Over 7,000** — representing dentists, hygienists and other persons allied with the dental profession and the Illinois State Dental Society.

**GENERAL ADVERTISING RATES**

All artwork should be submitted in 4-color process (CMYK).

Size	1X	5X	10X
Full tabloid	\$1,300	\$1,235	\$1,170
One-half page	\$900	\$855	\$810
One-third page	\$800	\$760	\$720
One-quarter page	\$600	\$570	\$540

**Boxed classifieds**

2" x 2" .....\$150  
 2" x 3" .....\$200

**Sourcebook Ads \***

Full Page (7.5" x 10") .....\$800  
 Half Page (7.5"x 5") .....\$400

\* The *Sourcebook*, a special membership directory, is published annually. The deadline for advertising in the *Sourcebook* is August 1, 2011. The directory is distributed in the fall.

**PREFERRED POSITION RATES**

There will be a 15% upcharge for any preferred position requests.

## **AGENCY DISCOUNT**

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15% ad discount to **advertising agencies** if paid within 30 days of invoice date; no cash discount available.

## **COMPONENT DISCOUNT**

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Components of ISDS are offered a 1/4 page ad at the rate of \$200. Each subsequent ad thereafter will be 50% of regular cost.

## **ARTWORK & MECHANICAL CHARGES**

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If furnished artwork requires additional processing such as typesetting, screening of halftones, tints, reverses, strip-ins, or color separations, an additional mechanical charge will be billed to the advertiser.

## **CLOSING DATES**

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**Copy due the first of the month preceding the month of publication.**

January/February issue: December 1

March issue: February 1

April issue: March 1

May issue: April 1

June/July issue: May 1

August issue: July 1

**Sourcebook** (Membership Directory): August 1

September issue: August 1

October issue: September 1

November issue: October 1

December issue: November 1

## **CANCELLATIONS**

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There will be no cancellations accepted after the closing date.

## **CLASSIFIED ADVERTISING RATES**

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For 30 words or less, \$55 per insertion; additional words 50¢ each; box number, \$5 extra. "Boxed" classifieds are also available (see rate sheet). As an added bonus, your ad will automatically be posted in the Classified section of our website at *isds.org*. Payment for classified advertising must be made in advance. The deadline for copy is the same as for display advertising. Send classified ads directly to the Illinois State Dental Society at the publisher's address listed under "Staff" at right.

## **ADVERTISING STANDARDS**

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Products and services relevant to dentistry or dental practice are eligible for advertising in the *Illinois Dental News*. All advertising in the *News* is subject to review by the Publications Committee. All products advertised must conform to the official standards of the association. Copies of these standards are available upon request from the Illinois State Dental Society. The editor and managing editor reserve the right to reject any advertising deemed ineligible or offensive in any manner.

## **SUBSCRIPTION RATES**

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Members \$25. Non-members \$45 per year in the United States. Subscriptions outside the United States: \$90. Single copies: \$5 each.

## **PREFERRED METHOD OF AD SUBMISSION**

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CD, Macintosh preferred, with corresponding document art and fonts included, with laser proof at 100% of desired size. Quark Xpress, Adobe Illustrator, Adobe Photoshop or high resolution PDF files preferred. Other programs and platforms also supported. Please call with any questions.

## **SHIPPING INSTRUCTION**

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Send files to:

Jennifer Walker, Communications/Technology Coordinator

*Illinois Dental News*, 1010 South Second Street

Springfield, Illinois 62704

Telephone: 217/525-1406 • Fax: 217/525-8872

e-mail: [jwalker@isds.org](mailto:jwalker@isds.org) (Jennifer Walker)

## **WEBSITE ADVERTISING**

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**Two options are available for advertising at [www.isds.org](http://www.isds.org):**

### **Homepage:**

(Features your company logo and link to your website)

**\$1,500/month** (maximum of two consecutive months)

### **ISDS Store Landing Page:**

(Features your company logo and link to your website)

**\$1,000/month** (maximum of two consecutive months)

## **STAFF**

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Editor: D. Milton Salzer, DDS

Managing Editor: Lee Ann Beane

Display Advertising & Production: Jennifer Walker

Classified Advertising: Gloria Pitchford

Publisher: Illinois State Dental Society  
1010 South Second Street  
P.O. Box 376, Springfield, Illinois 62705  
Telephone: 217/525-1406  
Fax: 217/525-8872

To place your display advertising order, contact:

Jennifer Walker

*Illinois Dental News*

1010 South Second Street

Springfield, Illinois 62704

Telephone: 217/525-1406

## **VISIT THE ISDS WEB SITE AT:**

[www.isds.org](http://www.isds.org)

Send e-mail to: [jwalker@isds.org](mailto:jwalker@isds.org)