

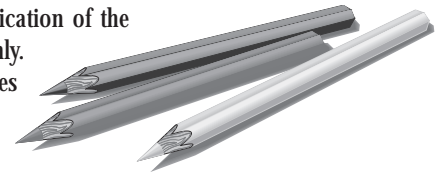


MECHANICAL REQUIREMENTS

Trim size 9-5/8" X 13-3/8", Stock is White, 70 lb. matte or gloss text, saddlestitched.

Size	Width		Depth
Full tabloid	8-7/8"	X	12"
Full magazine	6-1/2"	X	9"
One-half horizontal	8-7/8"	X	6"
One-half vertical	4-1/4"	X	12"
One-quarter	4-1/4"	X	6"
One-third island	4-1/4"	X	8-7/8"
One-sixth square	4-1/4"	X	4-1/4"

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 — 2006-2007

CIRCULATION

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

2007 GENERAL ADVERTISING RATES

Effective December 1, 2006

Size	1X	1X-4C	3X	3X-4C	6X	6X-4C	12X	12X-4C
Full tabloid*	\$1,155	----	\$1,100	----	\$1040	----	\$925	----
Full magazine	\$870	\$1,090	\$825	\$1,035	\$790	\$980	\$700	\$875
One-half page	\$650	\$815	\$615	\$770	\$590	\$740	\$530	\$660
One-third page	\$590	\$740	\$560	\$705	\$540	\$675	\$470	\$585
One-quarter page	\$540	\$675	\$515	\$650	\$485	\$605	\$430	\$540
One-sixth page	\$485	\$605	\$455	\$570	\$430	\$540	\$390	\$490
Boxed classified...\$100								

Note! Advertising space is also available in the *Sourcebook*, a special membership directory published annually. A display ad in the *Sourcebook* consists of a full magazine page size (7-1/2"X10") or a half horizontal mag size (7-1/2"X5"). Cost for a full page is \$750; cost for a half page is \$375. The deadline for advertising in the *Sourcebook* is August 12, 2005. The directory is published and distributed in the fall.

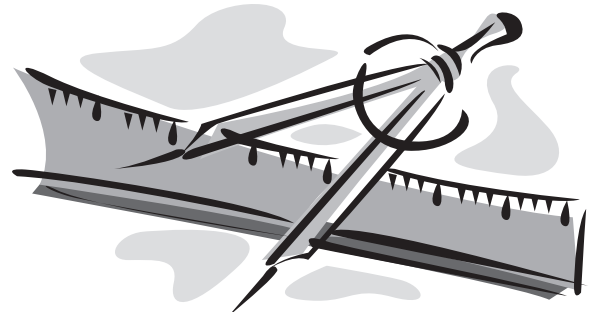
COLOR, COVER & PREFERRED POSITION RATES

Four-color advertising: add 25%

4th cover: add 20%

Any other preferred position requests: add 15%

*No upcharge for four-color TABLOID (4C=4-color)



AGENCY DISCOUNT

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

ARTWORK & MECHANICAL CHARGES

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

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

January issue: December 1

February issue: January 1

March issue: February 1

April issue: March 1

May issue: April 1

June issue: May 1

July issue: June 1

August issue: July 1

Sourcebook (Membership Directory): August 15

September issue: August 1

October issue: September 1

November issue: October 1

December issue: November 1

CANCELLATIONS

There will be no cancellations accepted after the closing date.

CLASSIFIED ADVERTISING RATES

For 30 words or less, \$40 per insertion; additional words 35¢ each; box number, \$5 extra. "Boxed" classifieds measure 2" square and are \$100. As an added bonus, your ad will automatically be posted for two months in the Classified section of our website at ids.org. **Only ISDS members may view online classified ads from the *Illinois Dental News*.** 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

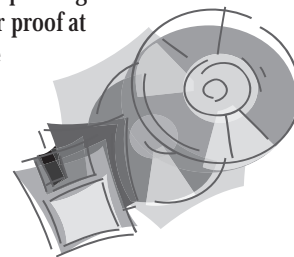
Products and services relevant to dentistry or dental practice are eligible for advertising in the *Illinois Dental News*. All advertising in the *News* is subject to review by the Publications Committee. All products advertised must conform to the official standards of the association. Copies of these 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

Members \$25. Non-members \$45 per year in the United States. Subscriptions outside the United States: \$75. Single copies: \$5 each.

PREFERRED METHOD OF AD SUBMISSION

Zip or CD, Macintosh preferred, with corresponding document art and fonts included, with laser proof at 100% of desired size. Quark Xpress, Adobe Illustrator or Adobe Photoshop files preferred. Other programs and platforms also supported. Camera-ready art is also accepted; 150-line screen is preferred. Please call with any questions.



SHIPPING INSTRUCTION

Send all film, mechanicals, art, instructions, etc., to: Jennifer Walker, Publications Coordinator, *Illinois Dental News*, 1010 South Second Street, Springfield, Illinois 62704.

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

e-mail: jwalker@ids.org (Jennifer Walker)

STAFF

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Fax: 217/525-8872

To place your display advertising order, contact:
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Illinois Dental News
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Springfield, Illinois 62704
Telephone: 217/525-1406



VISIT THE ISDS WEB SITE AT:

www.isds.org

Send e-mail to: jwalker@ids.org