



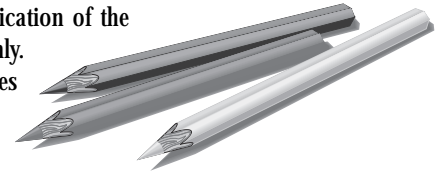
**www.isds.org • 217-525-1406**  
**Fax: 217-525-8872**

**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"

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 —2010**

**CIRCULATION**

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

**2010 GENERAL ADVERTISING RATES**

Effective December 1, 2008 (4C represents 4 color)

Size	1X	1X-4C	3X	3X-4C	6X	6X-4C	12X	12X-4C
Full tabloid*	\$1,185	----	\$1,130	----	\$1,065	----	\$950	----
Full magazine	\$890	\$1,115	\$845	\$1,060	\$810	\$1,005	\$720	\$895
One-half page	\$665	\$835	\$630	\$790	\$605	\$760	\$545	\$675
One-third page	\$605	\$760	\$575	\$725	\$555	\$690	\$480	\$600
One-quarter page	\$555	\$690	\$530	\$665	\$495	\$620	\$440	\$555

**Boxed classifieds**

2" x 2" .....\$100  
 2" x 3" .....\$150  
 2" x 4" .....\$200

**Sourcebook Ads \***

Full Page (7.5" x 10") .....\$750  
 Half Page (7.5" x 5") .....\$375

\* The *Sourcebook*, a special membership directory is published annually. The deadline for advertising in the *Sourcebook* is August 12, 2010. The directory is published and 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.

## 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 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 12

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, \$40 per insertion; additional words 35¢ each; box number, \$5 extra. "Boxed" classifieds are also available (see rate sheet).

As an added bonus, your ad will automatically be posted for two months in the Classified section of our website at [ids.org](http://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

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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 or Adobe Photoshop files preferred. Other programs and platforms also supported. Please call with any questions.

## SHIPPING INSTRUCTION

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Send files 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](mailto:jwalker@ids.org) (Jennifer Walker)

## STAFF

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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)

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