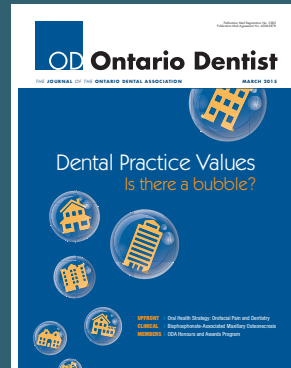
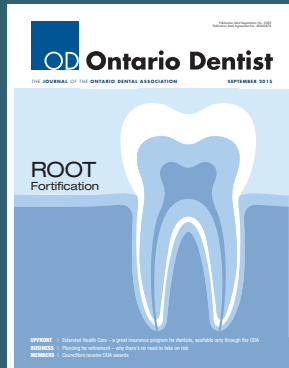
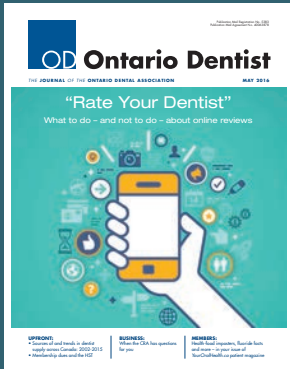


MEDIA KIT 2017



150
1867-2017



ABOUT US



Ontario Dentist is published 10 times a year and is the official journal of the Ontario Dental Association (ODA). The ODA is a long-standing association reaching the milestone of 150 years.

A TRUSTED INDUSTRY SOURCE FOR 90 YEARS – *ONTARIO DENTIST*

is delivered to **91%** of dentists in Ontario,
the province with the largest number of
licensed dentists in the country

**Delivering the latest on clinical techniques,
practice management developments, financial
planning, legislation and industry news.**

9,719*
Circulation

1.4**
Readers Per
Copy

13,606
TOTAL
AUDIENCE

Source: *Publishers Sworn
Statement November 2016,
**Reader Survey 2016



At the Ontario Dental Association, we provide innovative and inspired leadership to deliver exceptional value by:

- Promoting the highest standards of dental care and supporting our diverse membership in their pursuit of professional excellence and personal fulfillment.
- Fostering a collaborative workplace environment, which promotes creativity and personal growth while celebrating achievements.
- Advocating with a unified voice for accessible and sustainable optimal oral health.

OUR AUDIENCE

Our readers are professionals with purchasing power, both in business and their personal lives

They are **decision-makers** who have the authority to purchase the following:

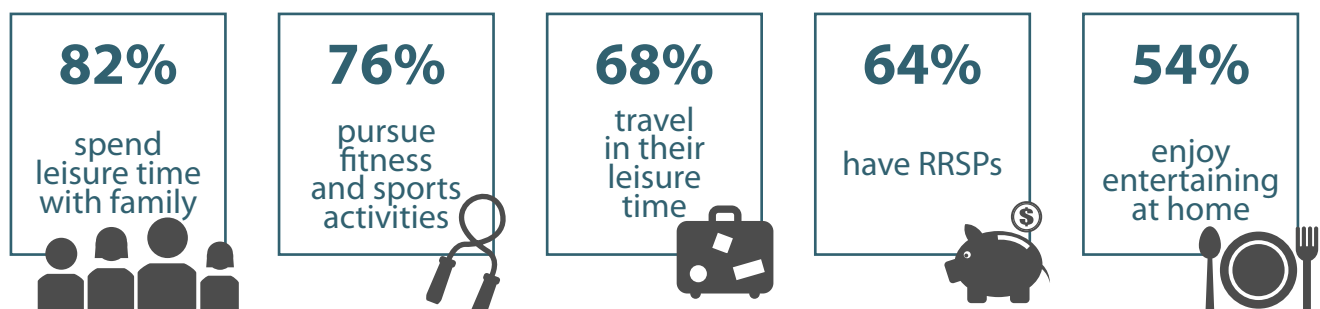


They are **business professionals**



Our audience is made up of **consumers** with purchasing power

THEY PLAN TO TAKE 3 TRIPS FOR PLEASURE IN THE NEXT 12 MONTHS



Source: Ontario Dentist, 2016 Reader Survey

ONTARIO DENTIST

is a long-standing resource for dentists in Ontario, celebrating 90 years in 2016

Offers access to **91%** of dentists in Ontario, the province with the largest number of licensed dentists in the country

Ontario Dentist is delivered to every ODA member dentist and dental student, industry professionals and stakeholders

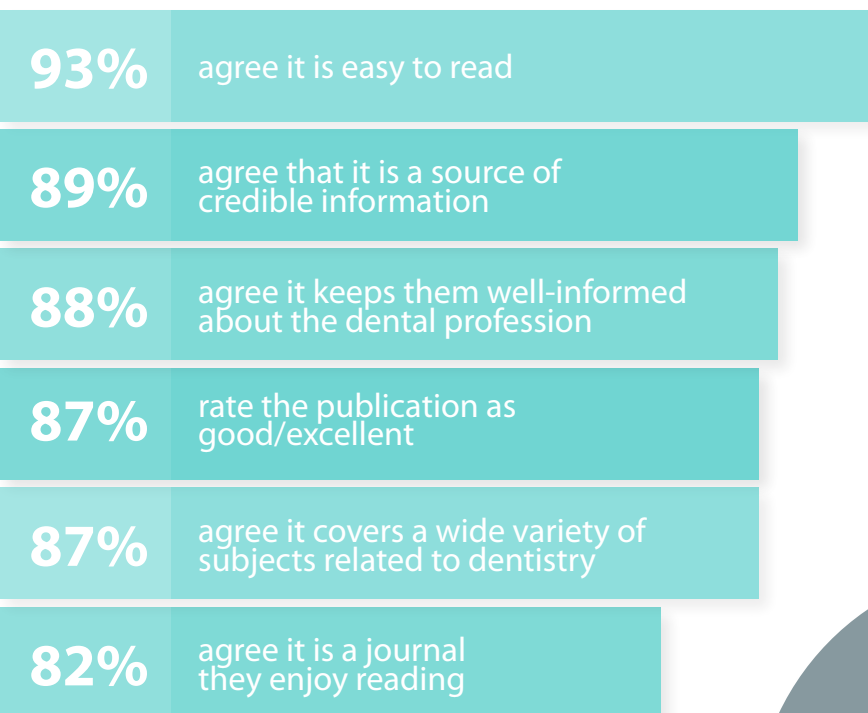
Partner with *Ontario Dentist* and be “top-of-mind” when our readers are purchasing products and services for their practices



BUILD
YOUR
BRAND

OUR READERS VALUE ONTARIO DENTIST:

On average they spend 47 minutes reading each issue:



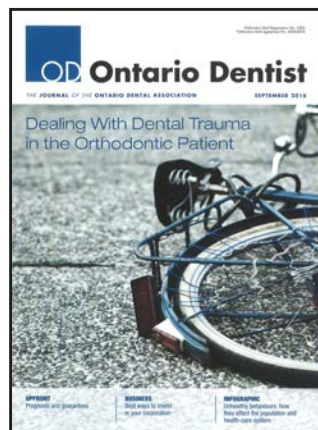
100%
QUALIFIED
READERS

TRUSTED
SOURCE OF
INDUSTRY
NEWS

DEDICATED
AUDIENCE
OF DENTAL
PROFESSIONALS

BY PARTNERING WITH *ONTARIO DENTIST*

you can reach the Ontario dental market through our integrated marketing options. *Ontario Dentist* can align your brand with a highly targeted audience.

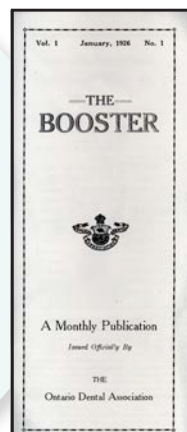


ONTARIO DENTIST

Ontario Dentist is the official journal of the Ontario Dental Association (ODA). The ODA is a long-standing association reaching the milestone of 150 years while *Ontario Dentist* has been a trusted source for more than 90 years.

COMMEMORATIVE EDITION – JAN/FEB 2017

Join us as we celebrate 150 years with a January/February commemorative edition. This keepsake will leave a lasting impression with Ontario dentists.



YOUR ORAL HEALTH.CA MAGAZINE

The Ontario Dental Association's consumer magazine offers the opportunity to showcase your brand to patients in dental offices. Reach consumers when their oral awareness is high!

2017 Dates

Issue	Jan./Feb.*	Mar	April	May	June	July/Aug.	Sept.	Oct.	Nov.	Dec.
Space Closing	4-Jan	1-Feb	1-Mar	5-Apr	3-May	7-Jun	2-Aug	6-Sep	4-Oct	1-Nov
Material Closing	11-Jan	8-Feb	8-Mar	12-Apr	10-May	14-Jun	9-Aug	13-Sep	11-Oct	8-Nov
Mail Dates	13-Feb	13-Mar	10-Apr	15-May	13-Jun	17-Jul	12-Sep	16-Oct	13-Nov	11-Dec

* January/February: Commemorative Issue — Celebrating 150 Years of the ODA

Editorial Features

President's Page	The current ODA President addresses the profession's most topical issues.
Editorial	Dr. Carlos Quiñonez, our editor, offers thought-provoking commentary and opinion on the key issues facing both contemporary dentistry and society.
Ideas	We share opinions, debates, issues, and what's in the news.
Analysis	A look at policy, new evidence and its implications.
Clinical	Case studies and features.
Your Practice	This section looks at practice management, legal, HR, fee guide, financial planning/leases and more.
Our ODA	What is new at the ODA: political news, ASM, department updates, university news, honours & awards, new members and more.

* Editorial and dates subject to change.

Ontario Dentist Advertising Rates

4C	1X	3X	6X	10X
Full Page	\$2,930	\$2,785	\$2,645	\$2,515
2/3 Page	2,635	2,505	2,380	2,260
1/2 Page Isl	2,490	2,365	2,245	2,135
1/2 Page	2,200	2,090	1,985	1,885
1/3 Page	1,905	1,810	1,720	1,635
1/4 Page	1,610	1,530	1,455	1,380
DPS	4,980	4,730	4,495	4,270
1/2 DPS	3,375	3,205	3,045	2,895

COVERS (4C only)	1X	2X	3X	4X
OBC	\$3,665	\$3,480	\$3,305	\$3,140
IFC/IBC	3,515	3,340	3,175	3,015

Your Oral Health.ca Advertising Rates

4C	
Full Page	\$2,870
1/2 Page H	2,155
OBC	3,590
IFC/IBC	3,445

BW	1X	3X	6X	10X
Full Page	\$1,575	\$1,495	\$1,420	\$1,350
2/3 Page	1,420	1,350	1,285	1,220
1/2 Page Isl	1,180	1,120	1,065	1,010
1/2 Page	1,025	975	925	880
1/3 Page	790	750	715	680
1/4 Page	630	600	570	540
DPS	2,835	2,695	2,560	2,430
1/2 DPS	1,845	1,755	1,665	1,580

Special Position Charges:

Non-cover: 15% of space charges extra
 Centre Spread: 20% of space charges extra
 Inserts/Outserts: Rates on request

Spring/Summer 2017

Space: March 24
 Material: March 31

Fall/Winter 2017

Space: September 22
 Material: September 29



Ontario Dentist & Your Oral Health.ca Dimensions

	Width		Height
Full Page (Trim)	8.125"	x	10.875"
Full Page (Bleed)	8.375"	x	11.125"
² / ₃ Page V	4.584"	x	9.625"
¹ / ₂ Page H	7"	x	4.6875"
¹ / ₂ Page V	3.375"	x	9.625"
¹ / ₂ Page Isl	4.5625"	x	7.1875"
¹ / ₃ Page Sq	4.5625"	x	4.6875"
¹ / ₃ Page H	7"	x	3.125"
¹ / ₃ Page V	2.167"	x	9.75"
¹ / ₄ Page	3.375"	x	4.6875"
DPS	16.25"	x	10.875"
¹ / ₂ DPS	16.25"	x	4.6875"

Mechanical Requirements

Electronic Material: Digital files only. **PDF/X-1a files are preferred.** Alternate acceptable formats include: Macintosh format, QuarkXPress 9, InDesign CS6, Illustrator CS6, Photoshop CS6 (or earlier). Include all fonts and high-resolution images (300 dpi files for best resolution) in TIFF or EPS format (**CMYK only**). **To ensure the accuracy of all advertisements, a full-size colour proof must be provided.** The publisher shall not be liable for any advertisements received without a colour proof.

File transfer media: DVD, CD, FTP or email. Smaller files can be emailed up to a maximum file size of 10MB. Send to chimes@dvtail.com.

FTP Site: <ftp.dvtail.com>. Please send an email to ftp@dvtail.com for password information for the FTP site.

Design Services: Complete design services are available at an additional charge.

For details, contact:
 Roberta Dick, robertad@dvtail.com or Crystal Himes, chimes@dvtail.com or phone: 905.886.6640

Terms & Conditions

Agency Commission: Fifteen percent (15%) of gross to recognized agencies.

Terms: Net 30 days. Two percent (2%) per month interest on overdue accounts.

Taxes: Our published rates do not include applicable taxes, which will be added to invoices and clearly identified.

Publisher Conditions: Advertising material is subject to approval by the publisher. If an advertiser's contract is not fulfilled as specified, the advertiser agrees to pay the resulting short rates back to the best earned space rate applicable.

Mail or fax contracts/insertion orders and material to:

Dovetail Communications Inc.
 30 East Beaver Creek Road, Suite 202
 Richmond Hill, ON L4B 1J2
 Tel: 905.886.6640 Fax: 905.886.6615
 Email: od@dvtail.com Website: www.dvtail.com

Cancellations and space changes not accepted after closing date.

Jennifer Dilorio
 Senior Account Executive
 905.707.3509
jdiiorio@dvtail.com

Gillian Thomas
 Senior Account Executive
 905.707.3508
gthomas@dvtail.com

PUBLISHED BY



Ontario Dental Association
4 New Street
Toronto, ON M5R 1P6
Tel: 416.922.3900
Fax: 416.922.9005
Email: jkuipers@oda.ca
www.youroralhealth.ca

NATIONAL ADVERTISING SALES



Dovetail Communications Inc.
30 East Beaver Creek Road, Suite 202
Richmond Hill, ON L4B 1J2
Tel: 905.886.6640
Fax: 905.886.6615
Email: od@dvtail.com
www.dvtail.com