

## 2017 Dates

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

<b>President's Page</b>	The current ODA President addresses the profession's most topical issues.
<b>Editorial</b>	Dr. Carlos Quiñonez, our editor, offers thought-provoking commentary and opinion on the key issues facing both contemporary dentistry and society.
<b>Ideas</b>	We share opinions, debates, issues, and what's in the news.
<b>Analysis</b>	A look at policy, new evidence and its implications.
<b>Clinical</b>	Case studies and features.
<b>Your Practice</b>	This section looks at practice management, legal, HR, suggested fee guide, financial planning/leases and more.
<b>Our ODA</b>	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
<b>Full Page</b>	\$2,930	\$2,785	\$2,645	\$2,515
<b>2/3 Page</b>	2,635	2,505	2,380	2,260
<b>1/2 Page Isl</b>	2,490	2,365	2,245	2,135
<b>1/2 Page</b>	2,200	2,090	1,985	1,885
<b>1/3 Page</b>	1,905	1,810	1,720	1,635
<b>1/4 Page</b>	1,610	1,530	1,455	1,380
<b>DPS</b>	4,980	4,730	4,495	4,270
<b>1/2 DPS</b>	3,375	3,205	3,045	2,895

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

## Your Oral Health.ca Advertising Rates

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

BW	1X	3X	6X	10X
<b>Full Page</b>	\$1,575	\$1,495	\$1,420	\$1,350
<b>2/3 Page</b>	1,420	1,350	1,285	1,220
<b>1/2 Page Isl</b>	1,180	1,120	1,065	1,010
<b>1/2 Page</b>	1,025	975	925	880
<b>1/3 Page</b>	790	750	715	680
<b>1/4 Page</b>	630	600	570	540
<b>DPS</b>	2,835	2,695	2,560	2,430
<b>1/2 DPS</b>	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"
<sup>2</sup> / <sub>3</sub> Page V	4.584"	x	9.625"
<sup>1</sup> / <sub>2</sub> Page H	7"	x	4.6875"
<sup>1</sup> / <sub>2</sub> Page V	3.375"	x	9.625"
<sup>1</sup> / <sub>2</sub> Page Isl	4.5625"	x	7.1875"
<sup>1</sup> / <sub>3</sub> Page Sq	4.5625"	x	4.6875"
<sup>1</sup> / <sub>3</sub> Page H	7"	x	3.125"
<sup>1</sup> / <sub>3</sub> Page V	2.167"	x	9.75"
<sup>1</sup> / <sub>4</sub> Page	3.375"	x	4.6875"
DPS	16.25"	x	10.875"
<sup>1</sup> / <sub>2</sub> 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](mailto:chimes@dvtail.com).

FTP Site: <ftp:dvtail.com>. Please send an email to [ftp@dvtail.com](mailto: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](mailto:robertad@dvtail.com) or Crystal Himes, [chimes@dvtail.com](mailto: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](mailto:od@dvtail.com) Website: [www.dvtail.com](http://www.dvtail.com)

Cancellations and space changes not accepted after closing date.

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