



# MEDIA KIT

## 2018

- ABOUT US
- OUR AUDIENCE
- OUR BRAND
- ADVERTISING OPTIONS
- RATES & DATA
- DIMENSIONS



Ontario Dentist

# ABOUT US



**10,214**  
CIRCULATION

**1.4**  
READERS PER COPY\*\*

**14,300**  
TOTAL AUDIENCE



As the official journal of the Ontario Dental Association (ODA), *Ontario Dentist* has been a trusted industry source for more than **90** years. We report the latest on clinical techniques, practice management developments, financial planning advice, legislation and industry news.

We reach **91%** of dentists in Ontario—the province with the largest number of licensed dentists in Canada.

## **WE ARE COMMITTED TO PROVIDING INNOVATIVE, INSPIRED LEADERSHIP AND DELIVERING EXCEPTIONAL VALUE BY:**

- Promoting the highest standards of dental care and supporting our membership in its pursuit of successful, ethical practice; professional excellence; and personal fulfillment
- Advocating on behalf of ODA dentists
- Promoting optimal oral health and accessible and sustainable care for all Ontarians
- Fostering collaborative relationships that promote creativity, personal development and professional growth while celebrating achievements

## ONTARIO DENTIST READERS ARE A 100% QUALIFIED AUDIENCE LOOKING TO EXPAND THEIR KNOWLEDGE AND GROW THEIR BUSINESS.

88%



are general practitioners

62%



own their own practice

95%



plan on attending a continuing education seminar

76%



plan on attending a tradeshow, conference, or seminar

66%



have more than 20 years in practice

As industry professionals, they understand the **value** of *Ontario Dentist*.

As consumers, they have significant purchasing power. Many lead active lives outside of work:

They also enjoy the finer things in life:



93%

agree it is ready to read



76%

pursue fitness and sports activities



82%

spend leisure time with family



89%

agree that it is a source of credible information



68%

travel in their leisure time



64%

have RRSPs



88%

agree it keeps them well-informed about the dental profession



Readers plan to take 3 trips for pleasure in the next 12 months



54%

enjoy entertaining at home



87%

agree it covers a wide variety of subjects related to dentistry



52%

attend cultural events



51%

indulge in fine dining

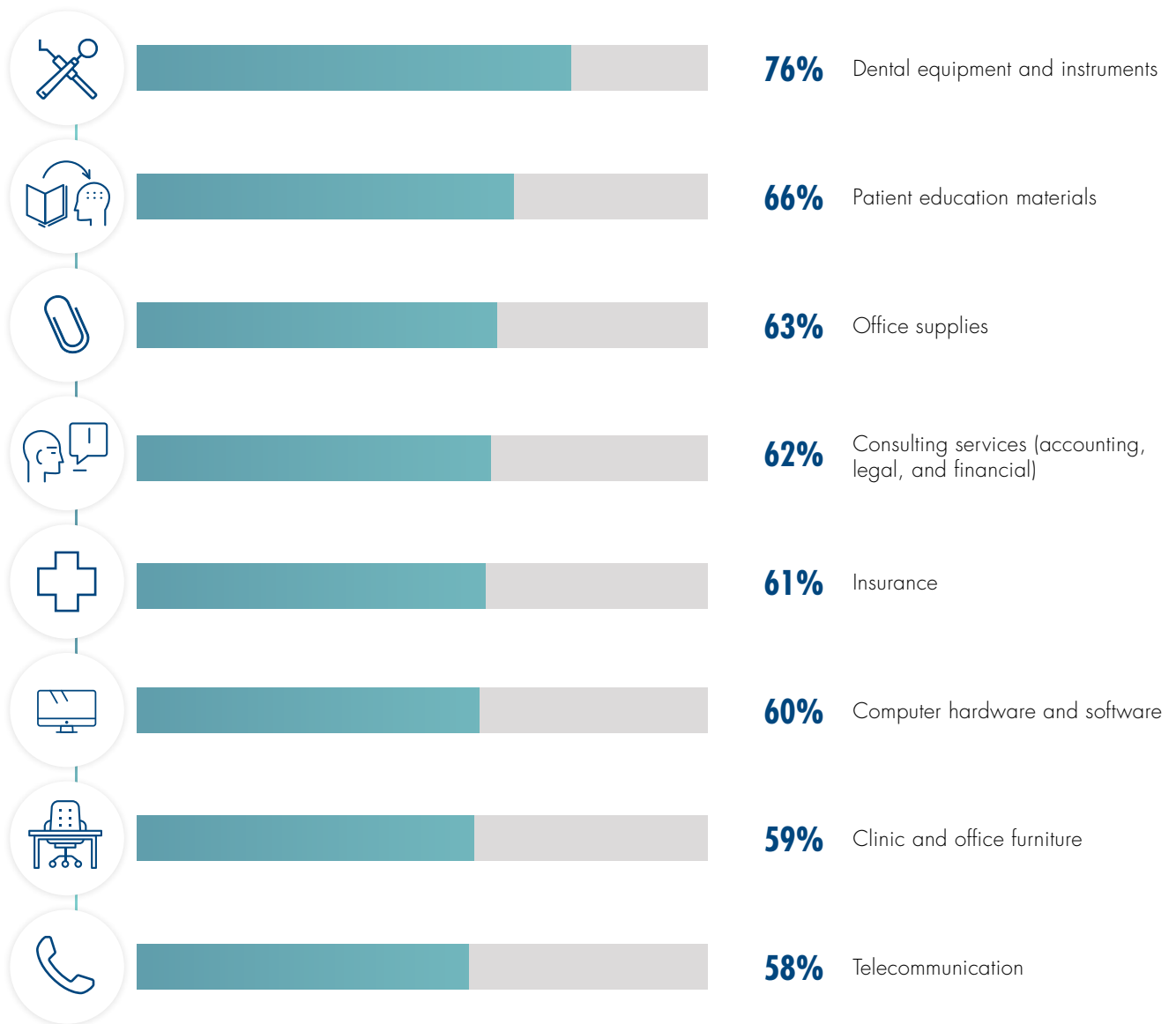


# OUR BRAND

## ONTARIO'S DENTISTS ARE AT YOUR FINGERTIPS

*Ontario Dentist* reaches every ODA member dentist and dental student, industry professionals and stakeholders. Advertising with us ensures you become top priority with key decision-makers when they purchase products and services for their practices.

## OUR READERS HAVE THE AUTHORITY TO PURCHASE:



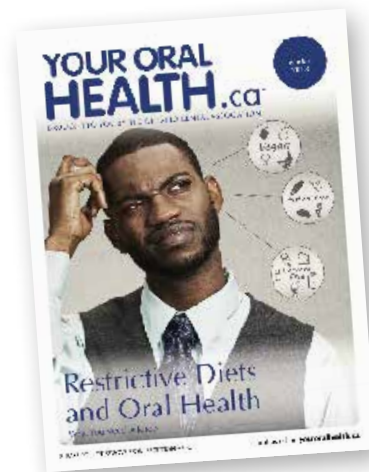
# ADVERTISING OPTIONS

**BUILD YOUR BRAND WITH *ONTARIO DENTIST'S* INTEGRATED MARKETING OPTIONS TOWARD A HIGHLY TARGETED AUDIENCE.**



## **ONTARIO DENTIST**

Ontario Dentist is the official journal of the ODA, and has been a trusted source of information for more than 90 years.



## **YOUR ORAL HEALTH.CA MAGAZINE**

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

Providing you with access to a qualified audience of professionals and consumers ready to invest in their oral health

# 2018 RATES & DATA



Ontario Dentist

## 2018 Dates

Issue	Jan./Feb.	Mar	April	May	June	July/Aug.	Sept.	Oct.	Nov.	Dec.
<b>Space Closing</b>	19-Dec	25-Jan	22-Feb	28-Mar	25-Apr	30-May	25-Jul	29-Aug	26-Sep	24-Oct
<b>Material Closing</b>	4-Jan	1-Feb	1-Mar	4-Apr	2-May	6-Jun	1-Aug	5-Sept	3-Oct	31-Oct
<b>Mail Dates</b>	5-Feb	6-Mar	3-Apr	4-May	1-Jun	6-Jul	31-Aug	5-Oct	2-Nov	30-Nov

## 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 Business</b>	This section looks at practice management, legal, HR, suggested fee guide, financial planning/leases and more.
<b>Your 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

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

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

### Special Position Charges:

Non-cover: 15% of space charges extra

Centre Spread: 20% of space charges extra

Inserts/Outserts: Rates on request

## 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

### Winter/Spring 2018

Space: October 24

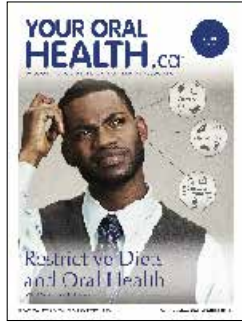
Material: November 3

### Summer 2018

Space: March 24

Material: March 31





## 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"
Full Page (Live Area)	7"	x	10"
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 [sbellows@dvetail.com](mailto:sbellows@dvetail.com).

**FTP Site:** <ftp.dvetail.com>. Please send an email to [ftp@dvetail.com](mailto:ftp@dvetail.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@dvetail.com](mailto:robertad@dvetail.com) or  
Stephanie Bellows, [sbellows@dvetail.com](mailto:sbellows@dvetail.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@dvetail.com](mailto:od@dvetail.com) **Website:** [www.dvetail.com](http://www.dvetail.com)

Cancellations and space changes not accepted after closing date.

Jennifer Dilorio  
Senior Account Executive  
905.707.3509  
[jdiiorio@dvetail.com](mailto:jdiiorio@dvetail.com)

Gillian Thomas  
Senior Account Executive  
905.707.3508  
[gthomas@dvetail.com](mailto:gthomas@dvetail.com)

## PUBLISHED BY



Ontario Dentist

### ONTARIO DENTAL ASSOCIATION

4 NEW STREET

TORONTO, ON M5R 1P6

**TEL:** 416.922.3900

**FAX:** 416.922.9005

**EMAIL:** JKUIPERS@ODA.CA

**WWW.YOUORALHEALTH.CA**

## NATIONAL ADVERTISING SALES



### DOVETAIL COMMUNICATIONS INC.

30 EAST BEAVER CREEK RD. SUITE 202

RICHMOND HILL, ON L4B 1J2

**TEL:** 905.886.6640

**FAX:** 905.886.6615

**EMAIL:** OD@DVTAIL.COM

**WWW.DVTAIL.COM**