

2018 RATES & DATA



Ontario Dentist

2018 Dates

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

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

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

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

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

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