

# 2019 RATES & DATA

## Ontario Dentist

### 2019 Dates

Issue	Jan./Feb.	Mar	April	May	June	July/Aug.	Sept.	Oct.	Nov.	Dec.
<b>Space Closing</b>	17-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	3-May	3-Jun	5-Jul	30-Aug	4-Oct	1-Nov	05-Dec



Editorial and dates subject to change.

### 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.

### 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

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

## Your Oral Health.ca



### 2019 Dates

Issue	Summer 2019	Winter/Spring 2019.
<b>Space Closing</b>	25-Apr	24-Oct
<b>Material Closing</b>	2-May	31-Oct

### Advertising Rates

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



## 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, InDesign CC, Illustrator CC, Photoshop CC, QuarkXPress 10 (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)  
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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