

## Ontario Dentist Advertising Rates

2019 Dates										
Issue	Jan./Feb.	Mar	April	May	June	July/Aug.	Sept.	Oct.	Nov.	Dec.
Space Closing	17-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	3-May	3-Jun	5-Jul	30-Aug	4-Oct	1-Nov	5-Dec

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 opinions 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>Your ODA</b>	What is new at the ODA: political news, Annual Spring Meeting Tradeshow & Conference information, department updates, university news, honours & awards, new members and more.

Editorial and dates subject to change.

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

2019 Dates		
Issue	Winter/Spring 2019	Summer 2019
<b>Space Closing</b>	24-Oct	24-Mar
<b>Material Closing</b>	3-Nov	31-Mar

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



**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 10, InDesign CC2017, Illustrator CC2017, Photoshop CC2017 (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:

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**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.

Simplify the buyer's decision, **advertise today!**

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