

## Ontario Dentist 2020 Dates

Issue	Jan/Feb	March	April	May	June	July/Aug	September	October	November	December
<b>SPACE CLOSING</b>	Dec 2019	28-Jan	25-Feb	25-Mar	08-May	12-Jun	24-Jul	28-Aug	25-Sep	23-Oct
<b>MATERIAL CLOSING</b>	03-Jan	04-Feb	02-Mar	01-Apr	15-May	19-Jun	31-Jul	04-Sep	02-Oct	30-Oct
<b>MAILING DATE</b>	07-Feb	05-Mar	03-Apr	01-May	15-Jun	20-Jul	31-Aug	05-Oct	02-Nov	30-Nov

Editorial and dates subject to change.

## Your Oral Health 2020 Dates

Issue	Space Closing	Material Closing	Mail Dates
<b>SPRING</b>	25-Feb	02-Mar	03-Apr
<b>FALL</b>	24-Jul	31-Jul	31-Aug

## 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 opinions 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 Practice

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, Annual Spring Meeting Tradeshow & Conference information, department updates, university news, honours & awards, new members and more.

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

## Ontario Dentist

### 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"
<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, 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.

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Cancellations and space changes not accepted after closing date.

### Colour Rates

	1X	3X	6X	10X
Full Page	\$2,930	\$2,785	\$2,645	\$2,515
<sup>2</sup> / <sub>3</sub> Page	2,635	2,505	2,380	2,260
<sup>1</sup> / <sub>2</sub> Page Isl	2,490	2,365	2,245	2,135
<sup>1</sup> / <sub>2</sub> Page	2,200	2,090	1,985	1,885
<sup>1</sup> / <sub>3</sub> Page	1,905	1,810	1,720	1,635
<sup>1</sup> / <sub>4</sub> Page	1,610	1,530	1,455	1,380
DPS	4,980	4,730	4,495	4,270
<sup>1</sup> / <sub>2</sub> DPS	3,375	3,205	3,045	2,895

### Covers (4-colour only)

	1X	3X	6X	10X
OBC	\$3,665	\$3,480	\$3,305	\$3,140
IFC/IBC	3,515	3,340	3,175	3,015

### BW Rates

	1X	3X	6X	10X
Full Page	\$1,575	\$1,495	\$1,420	\$1,350
<sup>2</sup> / <sub>3</sub> Page	1,420	1,350	1,285	1,220
<sup>1</sup> / <sub>2</sub> Page Isl	1,180	1,120	1,065	1,010
<sup>1</sup> / <sub>2</sub> Page	1,025	975	925	880
<sup>1</sup> / <sub>3</sub> Page	790	750	715	680
<sup>1</sup> / <sub>4</sub> Page	630	600	570	540
DPS	2,835	2,695	2,560	2,430
<sup>1</sup> / <sub>2</sub> DPS	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  
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