

Ontario Dentist 2020 Dates

Issue	Jan/Feb	March	April	May	June	July/Aug	September	October	November	December
SPACE CLOSING	Dec 2019	28-Jan	25-Feb	25-Mar	22-Apr	26-May	29-Jul	26-Aug	23-Sep	21-Oct
MATERIAL CLOSING	03-Jan	04-Feb	02-Mar	01-Apr	29-Apr	02-Jun	05-Aug	02-Sep	30-Sep	28-Oct
MAILING DATE	07-Feb	05-Mar	03-Apr	01-May	01-Jun	03-Jul	04-Sep	01-Oct	30-Oct	27-Nov

Editorial and dates subject to change.

Your Oral Health 2020 Dates

Issue	Space Closing	Material Closing	Mail Dates
SPRING	25-Feb	02-Mar	03-Apr
FALL	29-Jul	05-Aug	04-Sep

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"
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.

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Colour Rates

	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

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
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

Special Position Charges:

Non-cover: 15% of space charges extra
Centre Spread: 20% of space charges extra
Inserts/Outserts: Rates on request

DOVETAIL
COMMUNICATIONS

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