

Ontario Dentist 2022 Dates

Issue	Jan/Feb	March	April	May	June	July/Aug	September	October	November	December
AD CLOSING	17-Dec	25-Jan	22-Feb	01-Apr	29-Apr	03-Jun	22-Jul	26-Aug	23-Sep	21-Oct
AD MATERIAL CLOSING	04-Jan	03-Feb	02-Mar	08-Apr	06-May	10-Jun	29-Jul	02-Sep	30-Sep	28-Oct

Editorial and dates subject to change.

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.



Our ODA

What is new at the ODA: political news, Annual Spring Meeting Tradeshow & Conference information, department updates, university news, honours & awards, component society event news, new members and more.

Have your business at the forefront of the dental industry

2022 ADVERTISING RATES & DIMENSIONS

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. 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@dvetail.com.

FTP Site: <ftp.dvetail.com>. Please send an email to ftp@dvetail.com for password information for the FTP site.

Design Services: Complete design services are available at an additional charge.

For details, contact: Crystal Himes, chimes@dvetail.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.

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

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