

CLASSIFIED ADVERTISING RATES

The classified ad rate is \$10.00 up to and including 30 words; additional words 15¢ each. Space permitting, WMDDS members may place ads free of charge as a membership service. Ads should be submitted in writing and sent with payment to:

Elaine Fleming
West Michigan District Dental Society
511-F Waters Building
161 Ottawa Ave., NW
Grand Rapids, MI 49503

Telephone numbers and hyphenations count as two words, abbreviations count as one word. Ads received after the first of the month prior to publication may appear in the following issue.

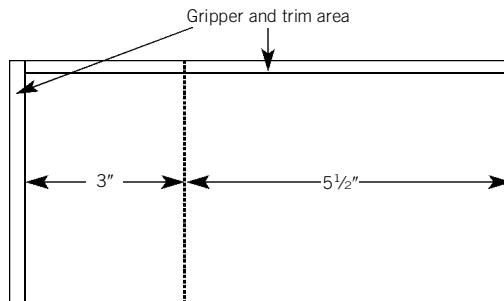
POSTCARD INSERTS

Postcard inserts are available on a per issue basis for \$310. Please provide the postcards to be bound or contract with our printer for their fabrication. The cards must be delivered to our printer by the deadline. The dimensions required are:

DIMENSIONS:

Final trim size: 8½" x 3½"

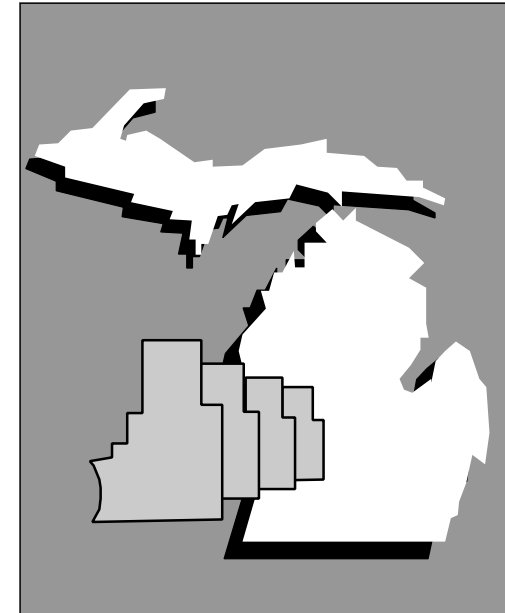
Sheet size: 4" x 8¾" (includes gripper and trim)



MAILING LABELS

The West Michigan District Dental Society makes its mailing list labels available to its supporters. Call the central office for rate information.

ADVERTISING RATES



THE BULLETIN

**of the
West Michigan District Dental Society**

161 Ottawa NW
Suite 511-F Waters Building
Grand Rapids, Michigan 49503
616-234-5605 / FAX: 616-454-6549

TARGET YOUR MARKET

Advertising in the *Bulletin* of the West Michigan District Dental Society allows you to selectively market to the West Michigan dental community. The *Bulletin* is published six times a year (September/October, November/December, January/February, March/April, May/June, and the Summer Directory). It reaches all West Michigan District Dental Society member dentists, over 90% of the dentists in Kent, Ottawa, Ionia, Montcalm and Mecosta counties. Not only will your ad be seen, its impact will be lasting as the *Bulletin* is saved and repeatedly referred to by our members. Target your market – advertise in the West Michigan District Dental Society *Bulletin*.

DISPLAY ADVERTISING RATES

BLACK & WHITE ADS per issue

(Directory issue only – add 15%)

	6-time rate	1-time rate
Full page	\$2197	\$407
Half page	\$1765	\$327
Third page	\$1603	\$297
Sixth page.	\$1452	\$269

COLOR ADS

\$100 extra per issue – full page

\$ 50 extra per issue – half page

SPECIAL POSITION PAGE RATES

B/W rates, 6-time contract advertisers only

Inside front cover	\$320
Inside back cover	\$320
Back cover (¾ page)	\$340

Add color rates if applicable. No other special positions are guaranteed.

INSERTION ORDERS

All advertisers should send an insertion order or letter of authorization with any new copy or art. If no insertion order is received from a contract advertiser, the previous month's ad will run.

DEADLINES

Since only a certain percentage of each issue is allocated to advertising, it is necessary to reserve space in advance to ensure placement of your ad. Deadline dates for ad placement are:

September/October issue	August 15
November/December issue	October 15
January/February issue	December 15
March/April issue	February 15
May/June issue	April 15
Directory issue	July 15

MATERIAL REQUIRED

Ads may be provided as follows:

- Ads may be provided on disk or CD, but ONLY if they have been produced on MacIntosh (with ALL fonts and ALL art files such as logos, illustrations, photos) in the following programs only:
 - QuarkXpress 4.0
 - Adobe Illustrator
 - Aldus Freehand
 - Adobe Photoshop

PDF files are NOT printable files.

You may also email ALL information to: efwmdds@aol.com

- Camera ready materials.
- Offset film negatives (positive, emulsion side down). Film should be 150 line screen.

Unless requested in writing, material becomes property of the WMDDS and is retained for one year. Changes, corrections or additions authorized and made to camera-ready copy will be charged to client.

All copy is subject to approval by the West Michigan District Dental Society, which reserves the right to withhold advertising.

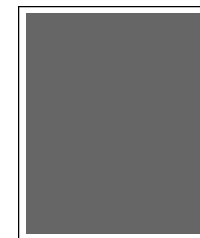
CANCELLATIONS

Any cancellations must be in writing; 30-day notice is required on contract ad space. Contract ads are cancelled if the account is not paid within 45 days of billing.

TRY THESE ON FOR SIZE

These illustrations (right) are scaled down representations of the sizes and shapes of ads available in the WMDDS *Bulletin*. Actual *Bulletin* size

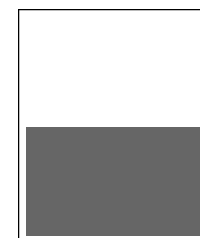
is 8½ x 11 inches; ad measurements given are accurate with the first number being the measurement for the ad width.



Full Page
Width: 7½" Depth: 9¾"



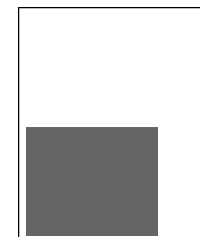
Back cover (¾ page)
Width: 7½" Depth: 7¼"



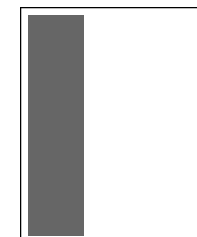
Half Page (Horizontal)
Width: 7½" Depth: 4¾"



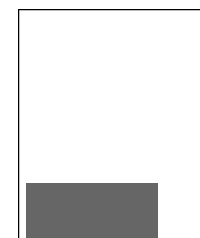
One-third (Horizontal)
Width: 7½" Depth: 3¼"



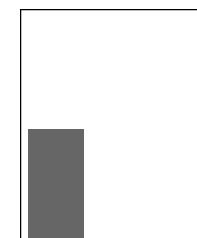
One-third (Square)
Width: 4¾" Depth: 4¾"



One-third (Vertical)
Width: 2¾" Depth: 9¾"



One-Sixth (Horizontal)
Width: 4¾" Depth: 2¾"



One-Sixth (Vertical)
Width: 2¾" Depth: 4¾"