

# Tennessee Dental Association *Newsletter*

## Display Ads — Rates and Requirements

*Prepayment is Required*

Display advertising space is available in the *Newsletter*. All display ads will appear with dimensions as follows:

### Advertising Rates - Per Issue

Eleven (11) issues published per year. (January, February, March, April, May, June, July/August, September, October, November, December)

		4 - 11 TIMES	ONE TIME
2 3/8" → x 4 3/4" ↑	(one sixth page - vertical)	\$150	\$175
4 3/4" → x 2 1/4" ↑	(one sixth page - horizontal)	\$150	\$175
3 1/2" → x 4 3/4" ↑	(1/4 page)	\$210	\$245
4 3/4" → x 7 1/4" ↑	(1/2 page - vertical)	\$350	\$400
3 1/2" → x 9 1/2" ↑	(1/2 page - vertical)	\$350	\$400
7 1/4" → x 4 3/4" ↑	(1/2 page - horizontal)	\$350	\$400
4 3/4" → x 10" ↑	(2/3 page)	\$475	\$550
7 1/2" → x 7 1/2" ↑	Back Cover	\$700	\$800

Display ad space is limited and inclusion cannot be guaranteed. Display ads are accepted in the order in which they are received. The *Newsletter* uses a different spot color each month. Color is chosen by TDA and cannot be guaranteed. There will be an additional charge of \$25.00 for the second color to appear in your ad. **Mail your check made payable to Tennessee Dental Association, along with your ad, by the 10th of the month prior to the month of publication to: TDA Newsletter, 660 Bakers Bridge Ave., Suite 300, Franklin, TN 37067.** The TDA reserves the right to reject any advertising. For additional information call Mrs. Sharon Melvin at (615) 628-0208.

Electronically submitted ads • CD or e-mailed to sam@tenndental.org. • File should be saved as an eps file, illustrator 9, 8-bit tiff format, be sure to embed the fonts, grayscale, 300dpi. • Document size should be equal to the ad size. • Please provide a proof copy (hard copy or pdf file). • The *Newsletter* uses a different spot color each month. *Color is chosen by TDA and cannot be guaranteed.* Please contact the TDA before submitting an ad with spot color. There will be an additional charge of \$25.00 for color. The *Newsletter* is posted on the TDA's website for viewing by members only.

## Classified Ads — Rates and Requirements

*Prepayment is Required*

Classified ads: The first 75 characters (i.e., letters, space, punctuation) are free\* for TDA members and \$25.00 for non-members. Each character, in excess of 75, is an additional 25 cents per character (this applies to members and non-members). No charge for the telephone number.

**Mail check, payable to the TDA, along with your typed or clearly printed classified ad, by the 10th of the month preceding publication to: TDA, 660 Bakers Bridge Ave., Suite 300, Franklin, TN 37067. The TDA reserves the right to reject any advertising.** Call Mrs. Sharon Melvin at (615) 628-0208 if you have any questions.

(\*Free to TDA members - one ad per year - four (4) month maximum - after fourth month the \$25.00 minimum and additional character charge will apply.)

