Bulletin of the Nassau County Dental Society

Society Headquarters - 377 Oak Street, Suite 204 • Garden City, NY 11530 • Tel: (516) 227-1112 • Fax: (516) 227-1114

Advertising Rates and Data

(effective January 1, 2011)

No Increase in Ad Rates for '11

The Bulletin of the Nassau County Dental Society is the official publication of the Society. It reaches more than 2,000 dental practitioners, specialists, associate members and subscribers.

The Bulletin is committed to bringing the reader up-to-the-minute news along with current trends that affect the practice of dentistry; legal issues and insurance information; activities of the Society and other component groups; detailed reporting on continuing education programs, and special issues important to all readers.

The Bulletin of the Nassau County Dental Society is published to benefit its members and subscribers. All advertising must comply with the advertising standards of the American Dental Association. The appearance of advertising in the Bulletin of the Nassau County Dental Society must not be construed as an endorsement or approval by the Society, its Officers and Board.

Mechanical Requirements of Bulletin -
Trim Size: 6-1/4 x 9-1/2 inches
Bleed Size: 6-1/2 x 9-3/4 inches
Printing Method: Offset
Binding Method: Saddle wire stitch
Paper Stock: Cover, 100 lb. coated; Text, 80 lb. coated

Acceptable Repro Material -
- pdf file with accompanied hard copy to use as review
- Camera-ready mechanicals
- Film negatives, right reading, emulsion down
- Ads can be created. Call for quote.

Mailing Instructions - All advertising inquiries, insertion orders, inserts and advertising material to the publisher:
RPC Advertising Co., Inc.
11 Radburn Drive • Hauppauge, New York 11788-3034
Tel: (631) 361-9146 • Fax: (631) 979-9171
email: rpcadvg@aol.com

Ads accepted for publication must be accompanied by NCDS Insertion Order.
Call Society Headquarters or RPC Advertising Co., Inc. for contract.

Black and White Display Ad Rates **The Nassau County Dental Society accepts MasterCard/Visa/American Express**

Page Size and Dimensions (w x h)	1x rate	3x rate (Price per page)	6x rate (Price per page)
Full (no bleed) - 5-1/2" x 8-3/4"	$ 415.	$ 375.	$ 330.
Half-Horizontal - 5-1/2" x 4-1/4"	$ 250.	$ 220.	$ 195.
Quarter - 2-5/8" x 4-1/4"	$ 165.	$ 150.	$ 130.

Cover Rates -	1x rate	3x rate (Price per page)	6x rate (Price per page)
Cover II (inside front cover) -	--	--	$ 400.
Cover III (inside back cover) -	$ 425.	$ 385.	$ 350.
Cover IV (back cover) - (two color printing)	--	--	$ 475.
Insert for centerfold (subject to availability) -	$ 450.		

Agency commissions not applicable for any ads

Special Positions - (excluding covers) There is a 10% surcharge for requested inside positions, such as opposite any technical article; opposite society or state news; opposite continuing education programs, or opposite upcoming meeting notices. Positions available on a first request basis.

Classified Ads - Up to 40 words: **$ 60. (ADA Member)** **$ 150. (Non-ADA Member)**
Additional lines $10. each. **Three or more classified ads - 25% discount**

Inserts - Printed material for centerfold of *Bulletin* **must be supplied** and measure 8-1/2" x 11" finished size.
Call for price quotation if you prefer insert to be printed by publisher.

Closing Dates - Space reservations, technical articles and materials are due on the following dates -

- **January/February issue - November 20**
- **March/April issue - January 20**
- **May/June issue - March 20**
- **July/August issue - May 20**
- **September/October issue - July 20**
- **November/December issue - September 20**

ADS MUST BE PAID FOR IN ADVANCE. **See advertising contract for payment terms (check or credit card)**

Nassau County Dental Society **INSERTION ORDER**

Date of Contract _____

Advertiser _____

Address _____

City/State/Zip _____

Contact Person _____ **Title** _____

Phone ( ) _____ **Fax** ( ) _____

Cell ( ) _____ **email:** _____

Ad/Insert should appear in the following issue(s):

☐ January/February 2011 ☐ May/June 2011 ☐ September/October 2011
☐ March/April 2011 ☐ July/August 2011 ☐ November/December 2011

Size of Ad: ☐ Full ☐ Half-Horizontal ☐ Quarter ☐ Insert for centerfold

Position ad as follows: Special inside page(s) given to first request received.

Page position desired _____

☐ Cover II ☐ Cover III ☐ Cover IV

Repro Material Supplied: ☐ Film negative ☐ Camera-ready artwork ☐ Printed insert
☐ File will be emailed ☐ I need an ad created. Please call me.

Classified Advertising (check one box only): ☐ ADA Member ☐ Non-ADA Member

Ad to read as follows: _____

_____

_____

_____

☐ **I have enclosed a check for $** _____ **(check No.** _____ **)**
payable to Nassau County Dental Society. *(See Advertising Rates/Data Sheet for pricing)*

Charge my credit card - ☐ MasterCard ☐ Visa ☐ American Express

Card Number _____ Exp. Date _____

Authorized Signature _____ Date _____

Return to: Advertising Manager, RPC Advertising Co., Inc.
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Tel: (631) 361-9146 ▪ Fax: (631) 979-9171 ▪ email: rpcadvg@aol.com