



**2021 BULLETIN  
ADVERTISING AGREEMENT**

**About the NCDS Bulletin**

The NCDS Bulletin is the official publication of the Nassau County Dental Society of New York. Established in 1948, and with a circulation of nearly 1,500, it is published 3 times per year.

**Advertising Policy**

The NCDS Bulletin reserves the exclusive right to alter or reject all materials submitted by publication, including advertisements. The opinions expressed in the NCDS Bulletin are not necessarily those of the Nassau County Dental Society of New York.

**Ad Submission Deadline**

All ad submissions must be received by closing dates.

**Ad Dimensions and Rates**

The NCDS Bulletin is set up in black and white or 2-color printing. Page size is 8.5"W x 11"H. Ads can be placed horizontal or vertically. Location of ad placement is at the Editor's discretion.

**Style Ad Rates**

<u>Sizes</u>	<u>1x</u>	<u>2x</u>	<u>3x</u>
	<u>(pricing per page)</u>		
Full-Page Ad 7.5" x 9.5"	\$495	\$425	\$400
Full-Page Advertorial 7.5" x 9.5" *	\$495	\$425	\$400
Half-Page Horizontal 7.5" x 4.5"	\$300	\$260	\$230
Half-Page Vertical 3.5" x 9.5"	\$300	\$260	\$230
Quarter-Page 3.5" x 4.5"	\$250	\$200	\$175

\* Minimum 700 words and maximum 900 words for advertorials. Payment must be received in full to qualify for the 2x or 3X discounted rates.

**2-Color Printing**

	<u>1x</u>	<u>2x</u>	<u>3x</u>
Inside Front Cover	\$595	\$535	\$510
Inside Back Cover	\$565	\$525	\$495
Back Cover *	\$625	\$575	\$550

\* Special vertical size is 8" x 9.25"- space above ad is left for mailing indicia.

Payment must be received in full to qualify for the 2x or 3x discounted rates.

**Classified Ads (Up to 40 Words; Includes One Email Blast)**

Bulletin only:	ADA Members \$75/	Non-Members \$150
Website only:	ADA Members \$75/	Non-Members \$150
Bulletin AND Website:	ADA Member \$110/	Non-Member \$225
Additional Line	\$10.00 per line (up to 10 words per line)	
Additional email blast:	\$30 for one additional send	

**Bulletin Subscription**

	<u>Annual (3 Issues)</u>
Member Rate	\$30
Non-Member Rate	\$75

**Mechanical Requirements of Bulletin**

Trim Size: 8-1/2 x 11 inches

**Acceptable Repro Material for all advertising**

- PDF file of ad, to exact size, with accompanied hard copy to use as review

**Ad Submission Instructions**

- Fully complete this form.
- Return to the Nassau County Dental Society by deadline along with a print-ready copy of ad and payment.
- Display ads must be submitted as a press quality PDF and classified ads must be typed.

**Ad Space Reservation Form**

I wish to place an advertisement in the NCDS Bulletin in the size and rate I have indicated to the left. Please place my ad in the following issue(s) (check all that apply):

- Issue No. 1 (Jan/Feb/Mar/Apr)**  
Closes April 1 and Published in May
- Issue No. 2 (May/Jun/Jul/Aug)**  
Closes August 1 and Published in September
- Issue No. 3 (Sep/Oct/Nov/Dec)**  
Closes December 1 and Published in January

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

I have enclosed a check for: \$ \_\_\_\_\_ (check No. \_\_\_\_\_) payable to Nassau County Dental Society

Charge my credit card for: \$ \_\_\_\_\_  MasterCard  Visa  American Express  
Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_ CCV \_\_\_\_\_

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_