

Journal of the Tennessee Dental Association and The "TDA SourceBook"

Advertising Rates and Requirements

Publisher: Tennessee Dental Association
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 * Contact Business Manager for Advertising
Frequency: Winter/Membership - Closing Date - December 1st
 Spring - Closing Date - February 15th
 Summer/SOURCEBOOK - Closing Date - May 15th
 Fall - Closing Date - August 15th
Circulation: 2,600
Commission & Cash Discounts: 15% to Agencies/No Cash Discounts

Advertising Rates - (Per Issue)

	<u>ONE TIME</u> <u>Summer - "TDA SourceBook"</u>		<u>FOUR TIMES</u> <u>Winter/Spring/Fall</u>		<u>Summer - "TDA SourceBook"</u>
FULL	\$ 600		\$ 360		\$ 475
½ Page	400		---		---
¼ Page	300		---		---

Special Positions

Bleed	\$40	\$40	\$40
Inserts	Rates on Request	Rates on Request	Rates on Request
Color	Rates on Request	Rates on Request	Rates on Request

COVERS: Sold on a four time non-cancelable basis only
 A minimum of two colors will be required on cover ads - color to be determined by publisher.
 There will be an additional charge for special colors. Bleed charge applies to covers.

	<u>Winter/Spring/Fall</u>	<u>Summer - "TDA SourceBook"</u>
Second Cover	\$ 410	\$ 600
Third Cover	410	600
Fourth Cover	470	710

The usual four time contract period begins with the Winter/Membership Issue and terminates with the Fall Issue each year. A four time rate initiated at a time other than with the Winter/Membership Issue is subject to future rate increases which may occur annually beginning with the Winter/Membership.

Mechanical Requirements:

The Journal is printed by Offset lithography. All ads must be submitted electronically (see attached). Journal binding is saddle stitch. The SourceBook is Wiro bound. Extra services available include composition, layout design, complete art services, etc. Such extra services when required or requested, will be billed at cost. Minimum type set/paste up charge is \$20.00.

	Page Unit:	Trim Size	8 ½ x 11
Type Area:			
Full Page	7 1/4 x 9 ½	Half 7 1/4 x 4 3/4	Fourth 3 ½ x 4 3/4
Full (Bleed)	8 5/8 x 11 1/4	3 ½ x 9 ½	

Special Issues: Winter "Membership" & Summer "TDA SourceBook"