

Texas Dental Journal

The *Texas Dental Journal* is the official publication for the 7,500-plus members of the Texas Dental Association. Established in 1883, the *Texas Dental Journal* is the oldest continuously operating dental periodical in the Americas, and the second oldest in the world. Published monthly, its circulation exceeds 8,200, and is the only statewide publication of its kind to reach the majority of Texas dentists.

ADVERTISING IN THE JOURNAL

Ads comprise approximately 43 percent of each issue and are perhaps the most important source of information for products and services available to Texas dentists.

Each senior dental student in Texas receives a subscription to the *Journal*, and the ads they read assist them in making their first practice choices.

LEGAL REQUIREMENTS

Advertisers **must** submit for review a sample ad copy and background statement on their product or service prior to the publication deadline. Upon acceptance, advertisers must submit a signed **insertion order** stating the advertising schedule, frequency, anticipated rate, ad size, and acknowledge that all advertising standards have been read and understood.

All dental laboratories, both in state and out, must be registered with the Texas State Board of Dental Examiners before their ads can be accepted in the *Journal*. Registration numbers must appear in all ads.

All real estate brokers and salespersons must have active real estate licenses.

MECHANICAL AND DIGITAL REQUIREMENTS

Digital pdf files are preferred. PDF X/1-a is recommended or "press" option with fonts embedded. Always include the native application file, images,¹ fonts, and a printed sample of the ad. We accept Mac or PC formatted media. Unless specifically notified in advance, all submitted materials become the property of the *Texas Dental Journal*.

Supported application files are: InDesign, Quark XPress; Adobe PageMaker, Photoshop, or Illustrator;² Macromedia Freehand;² and Adobe Acrobat PDF format.³ The use of Corel Draw⁴ and Microsoft⁵ applications such as Word, Excel, Outlook, PowerPoint, or Publisher is discouraged.

Advertisements must be set in a contrasting typography to that used in the editorial portions of the *Journal*.

The editor reserves the right to reset any advertisement that is considered inappropriate for the *Journal*. All expenses incurred for resetting will be the responsibility of the advertiser.

1. Minimum resolution requirements are 300 dpi for scanned photos or art and 600 dpi for scanned text or lineart. For images containing photos and text/lineart, scan at 600 dpi or better.
2. Convert all PC fonts to curves or outlines, and black set to overprint prior to submission of PC pdf files.
3. Provide complete set of fonts utilized. Include printer and screen fonts when applicable.
4. Convert Pantone (PMS) colors and RGB images to grayscale for B&W ads, or CMYK for color ads.

COPY DEADLINE

All ad copy, insertion orders, and prepayment are due the 20th of two months prior to the issue (i.e., March issue closes January 20th).

TYPESETTING

The *Texas Dental Journal* is not responsible for the creation and typesetting of ads. Minimal alterations to existing ads can be made at the rate of \$75 per hour. Any ad received that is not production ready will be charged accordingly to make ready including type and artwork.

MAILING INSTRUCTIONS

Ship materials prepaid to *Texas Dental Journal*, 1946 South IH-35, Suite 400, Austin, TX, 78704-3698.

PAYMENT & BILLING

First-time advertisers must pay the first month in advance for one-time rates; the first third for six-time rates; and the first quarter for 12-time rates. Once good credit is established with the *Journal*, the advertiser is billed monthly upon publication.

Advertisers more than one month late on payment that have been given fair warning will be dropped from the magazine and the delinquency reported to a collection agency.

CANCELLATIONS

All cancellations must be made in writing prior to the copy deadline date. Orders canceled before the insertion order expires are subject to short rates.

PAGE SIZE

Bleed	8.75 x 11.25
Trim	8.5 x 11

RATE SCHEDULE PER INSERTION

Page	Size	12x	6x	1x
Full	7 x 9.5	\$452	\$496	\$536
Half vert.	3.3125 x 9.5	\$271	\$307	\$341
Half horiz.	7 x 4.5	\$271	\$307	\$341
Quarter	3.3125 x 4.5	\$166	\$192	\$216

COLOR RATES

Additional spot colors other than black	\$425 each
4-Color Process	Additional \$700

PREMIUM POSITIONS

Inside front or back cover	\$605
Back cover	\$630
Specific interior page request	additional 10%

BOUND INSERTS

Reply cards, brochures, pamphlets	\$620
<i>Inserts must be printed and shipped to TDA's printer prior to publication.</i>	

ADVERTISING AGENCY DISCOUNT

With insertion orders from a recognized advertising agency, a 15 percent discount will be granted.

The *Texas Dental Journal* has received numerous awards for content and design from the International College of Dentists Annual Journalism Competition, including:

- 1996 Golden Pen Award, First Place
- 1997 Special Citation
- 1999 Golden Pen Award, Honorable Mention
- 2001 Platinum Publication of the Year
- 2003 Platinum Pen, Division I
- 2004 Special Citation
- 2006 Golden Pen Award, Division I



Demographics

Based on current TDA membership figures and the 2007 ADA* recruitment and retention report, statistics are as follows:

CIRCULATION: 8,200

MEMBERSHIP: 7,548

READERSHIP: 44,765 (estimated)

Men — 78%

Women — 22%

Dentists, Spouses, Healthcare Professionals, Dental Office Staff, Dental Students

MARKET SHARE STATISTICS

Percentage of active, licenced dentists in Texas who are members of the TDA:

Total	68.5%
General Practice	64.8
Oral and Maxillofacial Surgery	84.9
Endodontics	89.1
Orthodontics and Dentofacial Orthopedics	85.0
Pediatric Dentistry	81.8
Periodontics	85.8
Prosthodontics	75.2
Oral and Maxillofacial Pathology	74.2
Dental Public Health	57.6
Oral and Maxillofacial Radiology	81.8

AVERAGE AGE

20 — 34	14%
35 — 44	19
45 — 54	30
55 — 64	26
65 — 74	9
75 — above	3

Subscription Rates

(Free subscriptions to advertisers with six or more insertions in a 12-month period.)

In-state, ADA affiliated	\$49.50+ 8.25% tax
Out-of-state, ADA affiliated	49.50
Foreign	82.50
Non ADA affiliated, out-of-state	82.50
Non ADA affiliated, in-state	82.50+ 8.25% tax

SINGLE ISSUE RATES (All in-state orders add 8.25% tax)

ADA affiliated	\$6
Non ADA affiliated	17

AUGUST ISSUE (All in-state orders add 8.25% tax)

ADA affiliated	\$17
Non ADA affiliated	65

*ADA — American Dental Association

Advertising Standards

The Texas Dental Association (TDA) seeks to inform dentists of products and services that assist the dentist in promoting the dental health and safety of the public. Therefore, the TDA welcomes advertising in its publication, the *Texas Dental Journal*, provided the advertising furthers this goal. The following standards apply to all advertising that shall appear in the *Texas Dental Journal*.

As a matter of policy, the TDA will sell advertising space in its publication when the inclusion of advertising material does not interfere with the purpose of the publication. The Texas Dental Association reserves the right to accept or reject advertising at its sole discretion for any product or service submitted for publication.

The inclusion of an advertisement in the *Texas Dental Journal* is not to be construed or publicized as an endorsement or approval by the Texas Dental Association, nor may the advertiser promote that its advertising claims are approved or endorsed by the Texas Dental Association, unless the product or service being offered in the advertisement specifically includes an authorized statement that such approval or endorsement has been granted. The fact that an advertisement of a product, service or company has appeared in the *Texas Dental Journal* shall not be referred to in collateral advertising.

1. The advertisement of products, services, or companies in the *Texas Dental Journal* that are not endorsed by the Texas Dental Association are subject to final review and approval by the editor.
2. The advertisement shall comply with all applicable legal requirements imposed by state or federal law.
3. The advertisement will not be acceptable if it conflicts with or appears to violate ADA or TDA policy, the ADA or TDA *Principles of Ethics and Code of Professional Conduct* or ADA or TDA *Constitutions and Bylaws*.
4. The advertisement shall not include claims that are not subject to independent verification or that are false, misleading, or deceptive.
5. The technical and aesthetic quality of the advertisement shall be in keeping with the standard required by *Texas Dental Journal* as evidenced by those advertisements appearing in its three most recent issues.
6. The advertisement may cite, in footnotes, references from dental and other scientific literature provided the reference is truthful and is a fair representation of the body of literature supporting the claim made.
7. The *Journal* will not allow comparative advertising.
8. Alcoholic beverages, tobacco products, or special purpose foods and nutritional supplements (e.g., low-sugar foods, postoperative and other therapeutic diets) are not eligible.
9. The advertisement must not demean the dignity of the dental profession nor promote a product or service that is detrimental to the dental health and safety of the public.
10. The advertisement of a product within the purview of the Council on Dental Therapeutics of the American Dental Association for which the "Acceptance Program" exits shall not be accepted unless it is classified as "Accepted" or "Provisionally Accepted" and the claims are found to be substantiated by the Council.
11. The advertisement of a product within the purview of the Council on Dental Materials, Instruments, and Equipment of the American Dental Association (ADA) for which an official ADA specification exists shall not be accepted unless it is classified as "Acceptable" or "Provisionally Acceptable" and the claims are found to be substantiated by the Council.

Advertising Standards

12. The advertisement of a product not within the purview of the Council on Dental Therapeutics or the Council on Dental Materials, Instruments, and Equipment, American Dental Association, shall not be accepted unless evidence of safety and effectiveness is demonstrated.
13. The advertisement shall not use the name of the American Dental Association, the Texas Dental Association, or any council, committee, component society, or House of Delegates thereof without prior written authorization from the appropriate Association.
14. The advertisement of products or services not directly related to providing dental care to the public, such as insurance, banking services, and investment and real estate opportunities, shall not be accepted unless said product or service is designed and intended to be a special and direct benefit to the practicing dentist and family.
15. The advertisement of books, periodicals, and other publications shall not be accepted unless the publication provides, as a substantial part thereof, continuing dental education for dentists and dental auxiliaries.
16. An advertisement for an educational course will be eligible if the course is conducted by or under the auspices of the TDA or one of its component dental societies, a national certifying board, or national society for one of the specialty areas of dental practice recognized by the TDA, an accredited dental or medical school, or any organization specifically referred to in the *Bylaws of the Texas Dental Association*. The TDA reserves the right to decline advertising for any course that involves the teaching or use of a product or technique that conflicts with Association policy, or is the subject of unfavorable or cautionary report by an agency of the Texas Dental Association or American Dental Association. The advertisement must state which of the aforementioned organizations is associated with the course and, if applicable, the number and type of continuing education credits granted on completion of the course. The eligibility of an advertisement for a course conducted by or under the auspices of an organization other than the aforementioned will be reviewed by the editor for attractiveness, accuracy, and dignity to determine eligibility.

The Texas Dental Association acknowledges and appreciates the extra effort put forth by advertisers in complying with the advertising standards and policies of the Association. In light of the great effort a manufacturer may undertake in developing advertising campaigns, advertisers are encouraged to forward proposed advertisements in rough form, thereby minimizing any inconvenience caused by the review of advertising messages.

The purpose of these advertising standards is to advise potential advertisers of the requirements of the *Texas Dental Journal* and to assure fair and uniform application. These standards shall be implemented and interpreted by the editor, subject to review by the Texas Dental Association. The editor shall establish categories for all advertising, such as practice opportunities, employment, etc. The physical placement of such categories in the *Journal* shall be at the sole discretion of the editor.

As a matter of policy, the TDA will periodically review its advertising standards with the objective of keeping pace with changes that may occur in the dental industry and in the profession. It is hoped that this practice of continuous review and reevaluation will improve and ensure the relevancy, timeliness, and appropriateness of the advertising content of the *Texas Dental Journal*.

TEXAS DENTAL Journal

Established February 1883

Published Monthly



Official Publication of the
TEXAS DENTAL ASSOCIATION
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