

# TEXAS DENTAL Journal

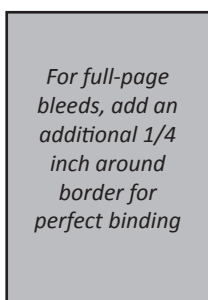
## MEDIA KIT





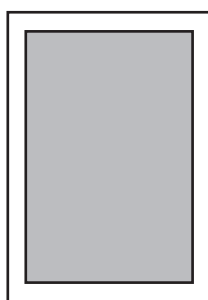
The *Texas Dental Journal* is the official publication for the more than 8,895 members of the Texas Dental Association. Established in 1883, the *Journal* is the oldest continuously operating dental periodical in the Americas and the second oldest in the world. Published monthly, its circulation exceeds 9,000 and is the only statewide publication of its kind to reach the majority of Texas dentists. The *Journal* is also available on [tda.org](http://tda.org) for TDA members.

## MECHANICAL, DIGITAL & LEGAL REQUIREMENTS

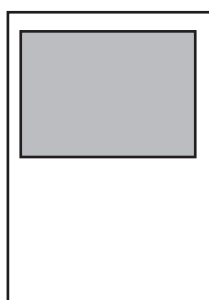


For full-page bleeds, add an additional 1/4 inch around border for perfect binding

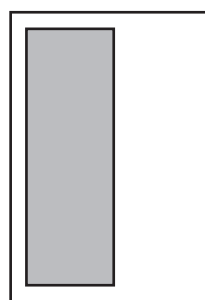
Full-page bleed  
8.75"x11.25"



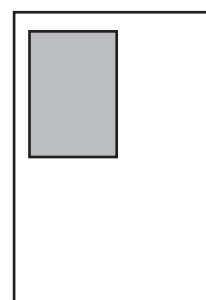
Full-page  
7"x9.5"



Half-page horizontal  
7"x4.5"



Half-page vertical  
3.3125"x9.5"



Quarter-page  
3.3125"x4.5"

Unless specifically notified in advance, all submitted materials become the property of the *Texas Dental Journal*. PDF files with "press" option and fonts embedded are preferred. Include the native application file, images, and fonts.

**Supported applications:** InDesign, Photoshop, or Illustrator. Ads created in Microsoft applications such as Word, Excel, Outlook, PowerPoint, or Publisher, Corel Draw, and other publishing software **will not be accepted**. Provide an Adobe Acrobat PDF file or EPS files with fonts converted to curves/outlines and black set to overprint prior to submission.

### Digital requirements:

1. Imagery minimum resolution:
  - 300 dpi for scanned photos or art.
  - 600 dpi for scanned text or lineart.
  - 600 dpi for images containing a combination of photos and text/lineart.
2. Imagery and document color requirements:
  - Black and white ads: Convert all colors to grayscale.
  - Color ads: Convert all colors to CMYK.
  - Pantone (PMS) colors: Convert to CMYK or grayscale when applicable.
  - Do not embed ICC profiles or use index, lab, or multichannel colors.

**Font requirements:** Provide complete set of fonts utilized. Include printer and screen fonts when applicable. Convert all PC fonts to curves or outlines, and black set to overprint prior to submission of PC PDF files.

**Legal Requirements:** All 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. All dental laboratories must be registered with the Texas State Board of Dental Examiners; registration numbers must appear on the ad. All real estate brokers and salespersons must have active real estate licenses. Attorneys must include a disclaimer on the ad that states whether or not they are certified in the state of Texas. Dental management companies must sign a TDA compliance statement before placing an ad.

**Copy deadline:** All ad copy, insertion orders, and prepayment are due the 20th of 2 months prior to the issue (eg, March issue closes January 20th). Creative deadline for new ad artwork is the 28th of each month, 2 months prior to the issue.

**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.

**Cancellation:** All cancellations must be made in writing **prior to the copy deadline date** (2 months prior). If you do not cancel before the copy deadline, you will be responsible for the fees each month your ad is printed.

**Payment & Billing:** First-time advertisers must pay the first month in advance for 1-time rates; the first third for 6-time rates; and the first quarter for 12-time rates. The advertiser is then billed monthly upon publication and must remit payment upon invoice. Delinquent advertisers will be reported to a collection agency after attempts to collect payments fail.

# TDA 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 *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 *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 *Journal* shall not be referred to in collateral advertising.

1. The advertisement of products, services, or companies in the *Journal* that are not endorsed by the Texas Dental Association are subject to final review and approval by the editor.
2. First-time advertisers must receive final review and approval by the editor.
3. The advertisement shall comply with all applicable legal requirements imposed by state or federal law.
4. 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.
5. The advertisement shall not include claims that are not subject to independent verification or that are false, misleading, or deceptive.
6. The technical and aesthetic quality of the advertisement shall be in keeping with the standard required by the *Journal* as evidenced by those advertisements appearing in its 3 most recent issues.
7. 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.
8. The *Journal* will not allow comparative advertising.
9. Alcoholic beverages, tobacco products, or special purpose foods and nutritional supplements (eg, low-sugar foods, postoperative and other therapeutic diets) are not eligible.
10. 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.
11. The advertisement of a consumer product within the purview of the Seal of Acceptance Program of the American Dental Association (ADA) shall not be accepted unless the product is classified as "Accepted." Ads are not limited to products within this program.
12. The advertisement of a product not within the purview of the ADA Council on Scientific Affairs 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, investment and real estate opportunities, and attorney services, 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 or conference 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 CE provider must be an ADA CERP recognized provider.

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 *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.

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 *Journal*.

# MONTHLY ADVERTISING RATES

## BLACK & WHITE

	12 months	6 months	1 month
FULL PAGE	\$533	\$579	\$620
HALF PAGE	\$345	\$382	\$418
QUARTER PAGE	\$236	\$263	\$288

## 4 COLOR

	12 months	6 months	1 month
FULL PAGE	\$1,333	\$1,379	\$1,420
HALF PAGE	\$1,145	\$1,182	\$1,218
QUARTER PAGE	\$1,036	\$1,063	\$1,088

## PREMIUM POSITIONS

INSIDE FRONT COVER	\$1,518
INSIDE BACK COVER	\$1,493
BACK COVER	\$1,493
SPECIAL POSITIONING	additional 10%

## ADS IN ONLINE JOURNAL

**\$50** — Ads are included in the online version of the *Texas Dental Journal* on the members-only side of tda.org and will link to advertiser's website. Please include the URL you would like to link to.

## BOUND INSERTS

**\$620** — Inserts must be printed at TDA's printer prior to publication. Artwork must be approved by TDA prior to printing.

## DISCOUNTS

ADVERTISING AGENCIES	15%
TDA PERKS PARTNERS	10%
TDA MEMBERS	15%
ALLIED GROUPS	10%
NON PROFITS	10%

## DEMOGRAPHICS

Circulation:	9,026
Membership:	7,718
Men:	69%
Women:	31%
Readership:	48,112 (estimated)

*Dentists, spouses, healthcare professionals, dental office staff, and dental students.*

### Membership Statistics: Active, Licensed Dentists

TDA is the largest dental organization in Texas, the third largest state dental organization in the United States, and the only organization in the state to represent a majority of Texas dentists.

<b>Total:</b>	<b>7,718</b>
General Practice	5,736
Oral and Maxillofacial Surgery	316
Endodontists	249
Orthodontists and Dentofacial Orthopedics	501
Pediatric Dentistry	459
Periodontics	275
Prosthodontics	125
Oral and Maxillofacial Pathology	18
Dental Public Health	28
Oral and Maxillofacial Radiology	11

### Age of TDA Membership (active, licensed dentists)

25 – 34	1,575
35 – 44	1,845
45 – 54	1,336
55 – 64	1,790
65 – 74	968
75+	198

*Membership is based on the 2016 ADA Recruitment and Retention Report for Active Licensed Dentists. Circulation is based on 2017 monthly average.*

## SUBSCRIPTIONS & ISSUE SALES

In-state, ADA affiliated	\$53.58
In-state, non-ADA affiliated	\$89.31
Out-of-state, ADA affiliated	\$49.50
Out-of-state, non-ADA affiliated	\$82.50
Foreign	\$82.50
Single issue, ADA affiliated	\$ 6.00
Single issue, non-ADA affiliated	\$17.00
Directory issue, ADA affiliated	\$17.00
Directory issue, non-ADA affiliated	\$65.00

*In-state subscriptions and issues are subject to 8.25% sales tax.*

*Prices above include tax.*



### CONTACT:

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stephany@tda.org