

2015-2016 Advertising Rates & Schedule

Each year the Spokane District Dental Society publishes editions of its annual Membership Roster and Newsletters.

SDDS Membership Roster

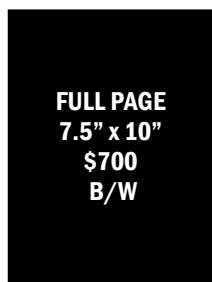
The Roster is a comprehensive resource utilized in dental offices throughout the year for patient/professional referrals. It offers advertisers high visibility and a long shelf-life. It includes a directory of member dentists, specialty listings and community dental resources and is provided to all SDDS members via postal mail.

- Published in early September
- 8.5 X 11 inches
- 50+ pages
- Press run is 500
- Full and half pages only; preferred positions available
- Ads are black and white
- Submit camera-ready ad in PDF or TIF format
- Inserts accepted

2015 Roster space reservation deadline: Aug 31, 2015

Roster ad submission deadline: Sept. 15, 2015

AD SIZES



□

WHO WE ARE

The Spokane District Dental Society (SDDS) is a membership society of approximately 400 dentists and specialists practicing in seven counties. Your advertising campaign has an opportunity to reach active and retired members and associate members practicing in Idaho, Montana and Washington as well as dental assistants, hygienists and office managers.

MEMBER FAST FACTS

- Average age is 49; 87% are male
- About 22% of our members are specialists
- SDDS represents members in seven counties

PREFERRED POSITIONS

Offered *first-come, first-serve* to advertisers who commit to all issues in our publication cycle by August 30; any remaining positions will be sold on a per-issue basis.

Roster Prices:

- **Inside front cover** - full page / \$1000
- **Inside back cover** - full page / \$875
- **Back cover** - full page / \$1000
- **Full page** - \$700
- **Half page** - \$450

Roster Inserts: Pre-printed color or black-and-white inserts can be accommodated; must be 8.5" x 11" or smaller.

Cost: \$1200

SDDS Newsletters

The newsletters contain a variety of information relating to dentistry, including Society events and activities, dental news and trends, legislative updates, plus other articles, columns and features of interest to dental professionals. They are always a must-read for SDDS members and are delivered to all members.

- Published monthly from September through May with a summer edition
- Newsletters will also be available on the SDDS web site within the members-only section
- 8.5 X 11 inches
- Submit camera-ready ad in PDF or TIF format
- Full, half, quarter and eighth pages, with preferred positions available (see previous page for preferred position details)
- Classified ads accepted
- Inserts accepted

CLASSIFIED ADVERTISING

Classified advertising is available in the newsletters.

SDDS members: No charge
Staff (Hygienists, Assistants, Front Office, etc.): \$20
Non-members: \$60 for the first 25 words; \$1 for each additional word.

Reservation form below can be faxed to 509-838-5040 or emailed to wendy@spokanedentalsociety.org

No ads will be taken over the phone.

You will be billed upon receipt of your reservation form. *Payment is due within 15 days.*

Newsletter ad submission deadlines are noted on the Classified Advertising Reservation Form

FULL PAGE 7.5" x 10" \$300 per issue	HALF PAGE 7.5" x 4.75" \$220 per issue	1/4 PAGE 3.5" x 4.75" \$140 per issue	1/8 PAGE 3.5" x 2.5" \$80 per issue
---	---	--	--

Advertising terms and conditions ...

- The appearance of advertising in our print and online publications is not an SDDS guarantee or endorsement of the product or any claims made for the product. All advertising copy is subject to approval by SDDS.
- Wendy Wilson manages advertising for SDDS publications and any questions about ad placement, contracts or invoicing should be directed to her at 509-838-0436 or wendy@spokanedentalsociety.org.
- Ads must be submitted camera ready in a high resolution format; we do not provide ad design services. We are happy to recommend designers who work with our advertisers.
- You will receive invoices from Spokane District Dental Society upon receipt of your reservation form. Payment terms are 15 days. Past due accounts are subject to late-payment penalties and may be required to pay in advance for future advertising. Delinquent accounts may be turned over to collection.
- **Space reservation forms are required** (next page). Preferred positions are allocated on a first-come, first-serve basis.



SDDS 2015-2016

Advertisement Reservation Form

1. Complete this form and fax it to 509.838.5040
2. Email your ad on or before the deadline to: wendy@spokanedentalsociety.org

Special Discounts for Frequent Advertisers

Submit this form and commit to the Membership Roster **and** all newsletters *on or before Aug. 31, 2015* and you will receive a **10% discount** on your advertising. Advertisers who commit to all issues also receive a **free copy** of the Membership Roster!

Contact Person

Company/Organization

Email Address

Billing Address

City State Zip Code

Phone number

Credit Card #

Exp Date

QUESTIONS?
Contact: Wendy Johnson
Phone: 509.838.0436
Email: wendy@spokanedentalsociety.org
Fax: 509.838.5040
23403 E Mission Ave #218
Liberty Lake, WA 99019

PLEASE INDICATE PREFERENCES.....

**Indicate Ad Size
(full page, half page, etc.)**

Membership Roster _____
Ad deadline: Aug. 31

September 2015 _____
Ad deadline Sept 1

October 2015 _____
Ad deadline Oct 1

November 2015 _____
Ad deadline Nov 1

December 2015 _____
Ad deadline Dec 1

January 2016 _____
Ad deadline: Jan 1

February 2016 _____
Ad deadline: Feb 1

March 2016 _____
Ad deadline: Mar 1

April 2016 _____
Ad deadline April 1

May 2016 _____
Ad deadline May 1

Summer 2016 _____
Ad deadline June 1

Preferred Roster position request

Inside front cover

Inside back cover

Back cover

Note: If you sign up for all issues and subsequently do not advertise in all issues for whatever reason, you will be billed for any 10% discount you received.