



Bridging The Gap Insertion Rates

Bridging The Gap is the bi-weekly e-newsletter of the San Francisco Dental Society.

By signature below, _____ enters into an agreement, upon payment in the amount of \$ _____
(Company Name)

- Select your insertion rate:
- \$250/Mo – 3 consecutive month sponsorship/insertion (\$750)
 - \$225/Mo – 6 consecutive month sponsorship/insertion ((\$1350)
 - \$200/Mo – 12 consecutive month sponsorship/insertion (\$2400)

with the San Francisco Dental Society to secure a logo/hyperlink to the corporate website noted below. The hyperlink will appear in the Bridging The Gap for the period selected above. It is understood that the hyperlink is non-exclusive, and that _____ (Company Name) will not in any way imply or infer, on their website or in any advertisements or promotions, that the link is in any way to be construed as an endorsement. It is further understood that the SFDS will post a disclaimer stating:

The SFDS publication Bridging The Gap is intended to supply general information to the members we serve. All hyperlinks and sponsorship hyperlinks leading from Bridging The Gap should not be construed as an endorsement of any person, product or company. Acceptance of logo/sponsorship or advertising by SFDS does not in any way constitute endorsement or approval by SFDS of the sponsor's service or product, and sponsors and advertisers may not make such claims in any way.

Insertion Schedule for 2019:

_____ Total number of months to run Company Logo/Link

Signed this _____ day _____ month _____ year

Name _____
Print Authorized Name

Signature _____

Representing _____
Company Name

Charge Credit Card Visa/MasterCard:

No. _____ Exp _____

Billing Zip _____ City _____ State _____

Email _____

URL For Link _____

Insertion Restrictions:

- ◆ Logo/Link subject to acceptance by the San Francisco Dental Society (SFDS).
- ◆ Company logos cannot be created by the SFDS
- ◆ SFDS shall not be liable for any cost or damages if for any reason logo fails to be published in month (s) selected.
- ◆ Renewal/cancellation of sponsorship insertion must be received in writing at least 10 days prior to month of insertion. However, if company chooses not to fulfill their contract, they will be subject to the full insertion price for logo/link sponsorship already placed.
- ◆ Logo/link/sponsorship is accepted with the understanding that all terms, conditions and fees specified herein and advertising policies are acceptable to the sponsor, advertiser or his agent.
- ◆ Sponsors/Advertisers must comply with all laws and regulations applicable to the manufacture, distribution, and sale of a product or service. If it is SFDS's belief that a sponsor/advertiser has not complied, then it shall be sufficient grounds for rejection of an advertisement/ sponsorship.
- ◆ Sponsors/Advertisements will not be accepted if they conflict with or appear to violate SFDS policy, the CDA Code of Ethics or SFDS By-laws, or if the sponsors/advertisements are deemed offensive or contain attacks of a personal, racial, or religious nature.

Email logo image to membership@sfds.org as a .jpg. Image dimensions should be 131W x 75H pixels for rectangular logos or 93 pixels x 93 pixels for square logos. If system resizes, it may distort the image.