



SAN FRANCISCO DENTAL SOCIETY

The Bridge

ADVERTISING RATES & INSERTION AGREEMENT

Publication of the **San Francisco Dental Society**

2143 Lombard Street • San Francisco, CA 94123 • (415) 928-7337 • Fax (415) 928-5192

PUBLICATION DETAILS

PUBLICATION DEADLINES

Camera Ready Artwork and Payment Due By

- Q1: Jan 15**
- Q2: Apr 15**
- Q3: Jul 15**
- Q4: Oct 15**

Frequency:

Quarterly

Trim Size:

8.375 x 11

Artwork Format:

300 DPI

JPG or PDF (preferred)

Publication Set Copy:

Lacking a layout or specific instruction, copy will be set at SFDS discretion. Design and alterations will be charged to advertiser.

ADVERTISING RATES & INSERTION ORDER

Check appropriate boxes

Color Ads

B/W Ads

			1 Time	4 Time Rate		1 Time	4 Time Rate
<input type="checkbox"/>	Full Page Bleed	8.6 x 11.25	<input type="checkbox"/> \$1000	<input type="checkbox"/> \$3600 (\$900/issue)		<input type="checkbox"/> \$ 955	<input type="checkbox"/> \$3440 (\$860/issue)
<input type="checkbox"/>	Full Page w/o Bleed	7.5x 9.75	<input type="checkbox"/> \$ 950	<input type="checkbox"/> \$3400 (\$850/issue)		<input type="checkbox"/> \$ 900	<input type="checkbox"/> \$3240 (\$810/issue)
<input type="checkbox"/>	Half Page Horizontal	7.5 x 4.75	<input type="checkbox"/> \$ 800	<input type="checkbox"/> \$2880 (\$720/issue)		<input type="checkbox"/> \$ 700	<input type="checkbox"/> \$2520 (\$630/issue)
<input type="checkbox"/>	Third Page Vertical	2.25x9.75	<input type="checkbox"/> \$ 700	<input type="checkbox"/> \$2520 (\$630/issue)		<input type="checkbox"/> \$ 600	<input type="checkbox"/> \$2160 (\$540/issue)
<input type="checkbox"/>	Third Page Square	4.75x4.75	<input type="checkbox"/> \$ 700	<input type="checkbox"/> \$2520 (\$630/issue)		<input type="checkbox"/> \$ 600	<input type="checkbox"/> \$2160 (\$540/issue)
<input type="checkbox"/>	Sixth Page Vertical	2.25x 4.75	<input type="checkbox"/> \$ 400	<input type="checkbox"/> \$1440 (\$360/Issue)		<input type="checkbox"/> \$ 300	<input type="checkbox"/> \$1080 (\$270/issue)

Classified Ads (Dentists only for jobs/equipment sales/donations)

- SFDS Members: Free up to 30 words; additional words at \$0.45 per word.
- CDA/ADA Members: \$35 for first 30 words; \$0.60 for each additional word
- Non-Member Dentists: \$45 up to \$30 words; \$0.75 for each additional word

Check Issue Insertion Order to Begin

Q1	Jan/Feb/Mar
Q2	Apr/May/June
Q3	July/Aug/Sept
Q4	Oct/Nov/Dec

Amount Due: Number of Insertions@\$_____per insertion + any addition fees \$_____ Total Due \$_____

PAYMENT INFORMATION

- Visa
- MasterCard

Credit Card No: _____ Exp: _____ Code: _____

Billing Address: _____ Zip: _____

Client/Advertiser (Company): _____ Contact Name: _____

Address: _____ City: _____ State: _____ Zip: _____

Contact No: _____ Fax: _____ Email: _____

Authorized Signature: _____ Date: _____

Name (Print): _____ Position: _____

Display advertisement payable via Visa/MasterCard credit card only. Classified advertising is payable via Visa/MasterCard credit card or check in advance of placement. Full payment is due and payable upon submission of Display & Classified Ads and contract.



ADVERTISING POLICIES

- All advertising is subject to acceptance by the San Francisco Dental Society as to character, content, layout, text and design.
- Acceptance of advertising by SFDS does not in any way constitute endorsement or approval by SFDS of the advertised service or product, and advertisers may not make such claims in any way.
- Accepted advertising must be related to dentistry and/or provide a benefit to the membership.
- The advertisements must be accurate, legal, ethical and in appropriate taste as determined by *The Bridge* editorial staff. SFDS may require a sample or copy of any advertised product or a full description of any advertised service, and proof of the efficacy or reliability of any products.
- Advertisements must not be deceptive or misleading. Advertisements must clearly identify the advertiser and the product or service being advertised. A business address or contact phone number must appear in all advertising.
- Comparative advertising of dental products and dental services is not allowed.
- Advertising by non-ADA member dentists for services provided which directly compete with the services provided by SFDS member dentists will not be accepted.
- Advertising ad format is limited to display ads only and **MUST BE** submitted as camera ready art (minimum 300 DPI in JPEG or PDF format; if you have another format, contact the SFDS to confirm it can be accepted).
- Written articles will not be accepted as advertising.
- Multiple insertion contracts must be completed within one year from date of first insertions to earn a frequency discount.
- If advertiser chooses not to fulfill the term of the contract, they will be required to pay the “single insertion” price for ads already placed. Advertiser agrees to pay shorter term contract rates for incomplete contracts.
- Cancellations must be received in writing prior to publication deadline. No cancellations will be accepted after the deadline. Acceptance of any ad after deadline is subject to approval of SFDS.
- Publisher shall not be liable for any cost or damages if for any reason an ad fails to be published in the issue selected by advertiser.
- The publisher shall have no liability for errors in type.
- The agency and advertiser will indemnify and hold the publisher harmless from and against any claims, loss, liability or expense, including reasonable attorneys’ fees, arising out of the publication of such advertisements, including without limitation those resulting from claims of suits for libel, violation of rights of privacy, plagiarism and copyright and trademark infringement.
- Rates are subject to change.

Please sign below indicating you have read and agree to the SFDS Advertising Policies.

Print Name: _____

Signature: _____ **Date:** _____