



2015 ADVERTISING RATES

The IAGD newsletter is published three times annually: May, October, and December. It reaches approximately 350, which includes members of the IAGD and dental students at the University of Iowa. Our March issue is mailed to all dentists in the state of Iowa. This publication provides the general dentists in the state with current information on the issues important on a local, state and national level.

Display Advertising

The IAGD is pleased to offer you a great way to reach out to the general dentists in Iowa. We welcome advertising as a way to inform members about products and services for the practice of dentistry. Advertising must be truthful, tasteful and intended to provide useful information. All advertising submitted to the IAGD is subject to approval. No cancellations accepted after the 25th of the month prior to publication.

Display Ad Rates

The IAGD advertising rates include an ad in each of the 3 (three) publications. **The rate is a yearly fee.** You would need to supply artwork/ad by the deadlines listed below). Depending on the size of the ad you wish to run will determine the cost.

| Size | B & W | Size |
|-------------|-------|------------------|
| Half | \$700 | 7.5" x 4.875" |
| Quarter | \$400 | 4.9375" x 4.875" |
| 1/8 | \$200 | 2.375" x 4.875" |
| Sponsor Box | \$150 | Line Listing |

Rates effective through December 2015.

Display Advertising Deadlines

| Issue | Ad Due | Mails |
|----------|---------------------------|-----------------------------|
| May | May 1 st | by June 1 st |
| October | September 1 st | by October 1 st |
| December | November 1 st | by December 1 st |

Design Specs

All artwork/ads must be camera ready. Press ready PDF files are preferred. Microsoft Word or Photoshop are acceptable. When creating PDF files, please embed all fonts and graphics. A printout must accompany all Word or Photoshop files.

If you can not supply your own ad and would like us to design an ad for you, please contact us. We have a professional design service we can refer you to.



Iowa Academy of General Dentistry
2015 Display Advertisement Contract/Placement Order
(due February 23, 2015)

Payment for display ads, along with this signed contract must be received prior to the publication.

Contact Information:

Company Name: _____
Contact Person: _____
Address: _____
City, State, Zip: _____
Phone: _____ Fax: _____
Email: _____

Signature: _____
Date: _____

Payment Terms:

Ad size: _____
Ad rate: _____
Total due: _____

Please fax or mail payment and Contract to:
Iowa Academy of General Dentistry
3622 McLaughlin Drive
Lincoln, NE 68516
402.438.2321 (phone/fax)

Payment Type:

Check (enclosed) Credit Card

Credit card type: Visa Mastercard Discover American Express

Name on Card: _____

Credit Card #: _____

Expiration Date: _____

Billing Address and Zip Code: _____

3 digit code: _____ Billing address phone # _____

For more information contact:
Julie Berger, Executive Director
3622 McLaughlin Drive, Lincoln, NE 68516
402.438.2321 (phone/fax)
julieberger50@gmail.com (email)