

ABOUT THE FOCUS MAGAZINE

The MDA *Focus* is the official Association magazine published six times annually in February, April, June, August, October and December. The *Focus* is one of the best ways to reach Missouri dentists and their staffs. Our mailing list includes more than 2,400 members, comprised of active and retired members, dental student members, dental schools and other allied businesses. Editorial content includes news of interest, editorials, member views and official business of the MDA, including legislative issues, regulations and policies affecting Missouri dentists. Additionally:

- **eFocus Digital Publication:** The eFocus format, made available to all members, provides a convenient index of advertisers and all links in ads are active, thus making it easier for readers to quickly access your online content or get in touch. View entire online archive at modental.org/efocus.
- **Listing in Focus:** Advertisers will be listed in the Advertiser Index that appears in each issue near the Table of Contents.
- **Advertising Contacts:** Melissa Albertson (Display Advertising) melissa@modentalmail.org and Elisha Bonnot (Classified & Website Banner Advertising) elisha@modentalmail.org.

DISPLAY & CLASSIFIED ADVERTISING DEADLINES

A signed contract or insertion order, and artwork must be received by the following dates. If new ad artwork is desired, it must be received by the next issue deadline; otherwise, the previous month's advertisement will be placed. Please note, deadlines below are the SAME to receive classified ad placements. The placement of such ads should be initiated by completing the form at modental.org/classifieds.

ISSUE	COPY/ART	MAIL DATE
1 (Jan/Feb)	Monday, Jan 4, 2021	February 1
2 (March/April)	Monday, Mar 8, 2021	April 1
3 (May/June)	Monday, May 3, 2021	June 1
4 (July/Aug)	Monday, Jul 5, 2021	August 1
5 (Sept/Oct)	Monday, Sep 6, 2021	October 1
6 (Nov/Dec)	Monday, Nov 8, 2021	December 1

Every effort is made to mail the Focus by the above mail date. Sometimes circumstances involving the Association's magazine content, the printer or the postal service may delay the mail date by up to one week.

MATERIALS REQUIRED

Print ad files must be minimum 300 DPI resolution and PDF, JPEG or EPS format. Color space CMYK; convert spot colors, create outlines for non-embedded fonts. Web ad files must be a maximum size of 40KB and GIF or PNG format. Color space RGB.

AD TERMS & CANCELLATIONS

Advertising terms can be found at modental.org/adrates or will be sent upon request. Placement of an advertisement signifies consent to MDA advertising agreement terms. Contracts may be terminated by either the MDA or advertiser/agency, by written notice, 30 days prior to mailing deadline. The advertiser/agency is responsible for payment of account balance.

DISPLAY & CLASSIFIED AD POLICIES

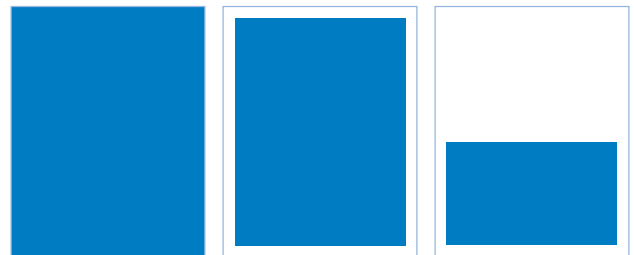
The MDA will provide its advertising policies upon request.

DISPLAY AD RATES & SIZES

Rates effective January 1 through December 31 annually. Amounts below reflect discounts for 6-time and for 3-time contracted placement. *All rates are net; no agency discounts are given.*

SIZE	1X BW	1X 4C	3X BW	3X 4C	6X BW	6X 4C
FULL	\$613	\$920	\$582	\$874	\$552	\$828
HALF	\$478	\$711	\$450	\$676	\$426	\$640
THIRD	\$362	\$544	\$345	\$517	\$327	\$489
SIXTH	\$279	\$418	\$265	\$397	\$250	\$377

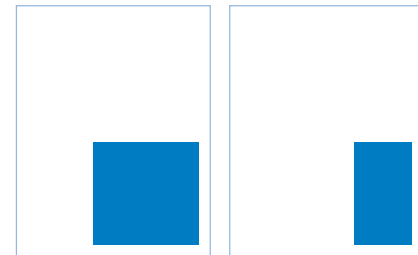
Focus trim size is 8.5" X 11". Measurements given are Width X Height.



Full Page Bleed
8.5" X 11" + .125" Bleed

Full Page Trim
7.5" X 10"

Half Page
7.5" X 4.875"



Third Page Island
4.9375" X 4.875"

Sixth Page Column
2.375" X 4.875"

CLASSIFIED AD RATES

Deadlines to receive classified ads are the SAME as display. Placement of ads should be initiated by completing the form at modental.org/classifieds. Classified advertisement rates include placement in both the *Focus* magazine and on modental.org.

- **MDA Members:** One 40-word placement free annually. \$30 for 40 words; 50¢ each additional word
- **Non Members:** \$60 for 40 words; 50¢ each additional word
- **MDA Members & Dental Office Auxiliaries Only:** Free assistant/hygiene want/seeking ads (online only).

Listings pending until word count, cost and payment are verified. Credit card payment required at time of placement (VISA/MC/DISC).

WEBSITE BANNER AD RATES

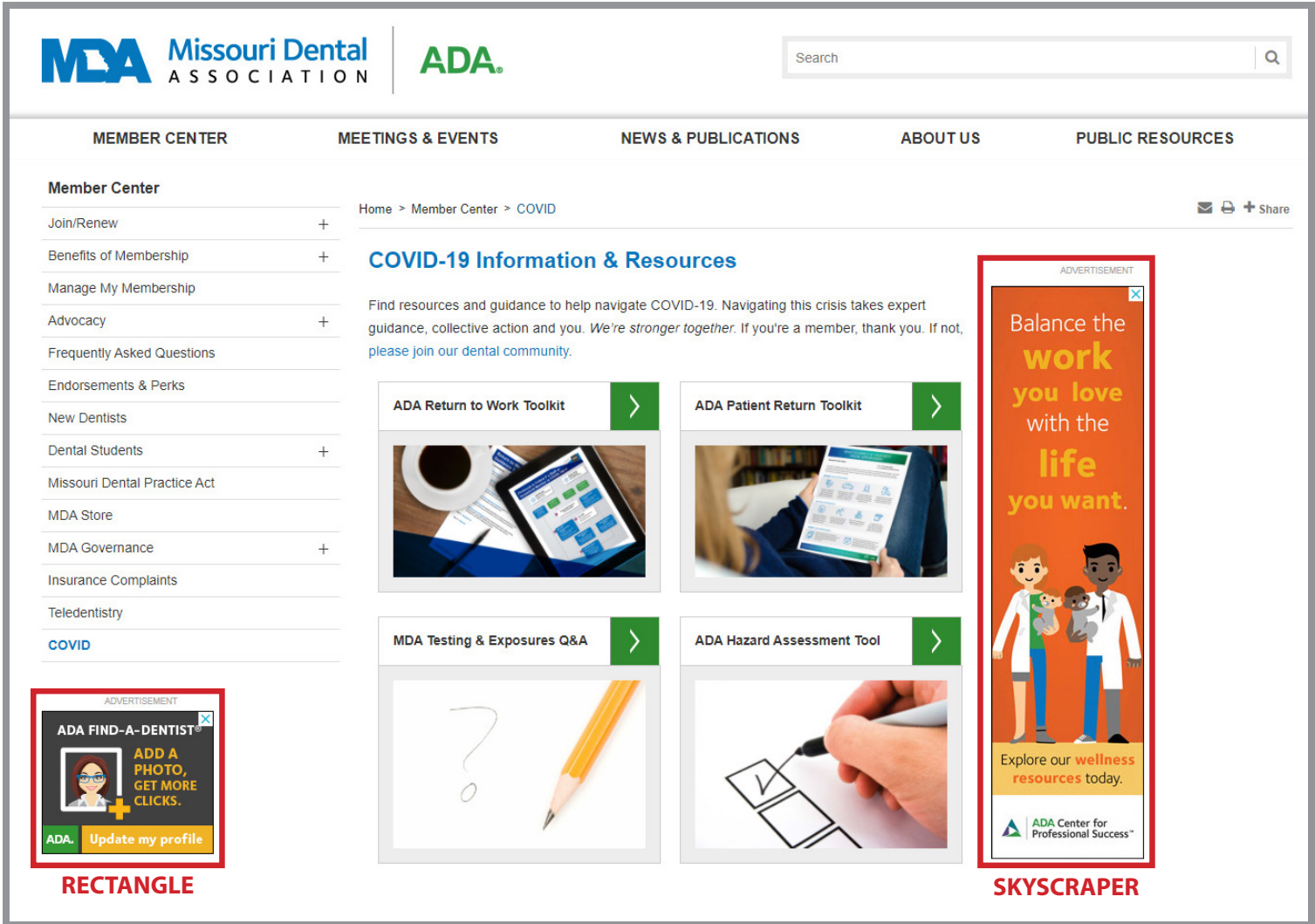
MDA online/website banner advertising offers an exceptional opportunity to connect with the Missouri dental community. We offer advertisers a direct link to this exclusive audience.

Rates & Specs: \$300 for 30-day posting. Ads rotate through two positions: Skyscraper 160x600px and Rectangle 180x150px. See Website Banner Advertising sheet for ad position samples.

MARKET TO MEMBERS

Looking for additional ways to market to members, including the Perks Program, Meeting Sponsorship and Exhibiting and more? Visit modental.org/market for all opportunities.

WEBSITE BANNER ADVERTISING



The screenshot shows the MDA website's Member Center with a navigation menu and a search bar. The main content area features COVID-19 information and resources, including toolkits for returning to work and patient care, testing and exposure Q&A, and a hazard assessment tool. Two advertisement banners are highlighted: a Rectangle banner for 'ADA FIND-A-DENTIST' and a Skyscraper banner for 'Balance the work you love with the life you want'.

Looking to reach the MDA dental market?

MDA online/website banner advertising offers an exceptional opportunity to connect with the Missouri dental community. We offer advertisers a direct link to this exclusive audience.

Rates & Specs

\$300 for 30-Day Posting | Ads rotate through two positions — Skyscraper and Rectangle.

Dimensions:

- Skyscraper: 160px x 600px
- Rectangle: 180px x 150px

File Formats:

- GIF, PNG | RGB Color Space | 40KB Max Size

Contract

Please complete the advertising contract to designate months for desired placement, and payment and contact information.

For more information or questions, contact:

Elisha Bonnot, Graphics & Content Manager
573-634-3436 x105 or elisha@modentalmail.org

COMPLETE THE SECTIONS BELOW AND RETURN TO THE MDA

The MDA will contact you upon receipt of your contract to verify details. Place a classified ad at modental.org/classifieds.

DISPLAY ADVERTISING SIZE & SCHEDULE

<p>SIZE</p> <p><input type="checkbox"/> Full Page (<input type="checkbox"/> Bleed <input type="checkbox"/> Trim)</p> <p><input type="checkbox"/> 1/2 Page Horizontal</p> <p><input type="checkbox"/> 1/3 Page Island</p> <p><input type="checkbox"/> 1/6 Page Column</p> <p>COLOR</p> <p><input type="checkbox"/> Full Color <input type="checkbox"/> Black & White</p>	<p>ISSUES FOR PLACEMENT</p> <p><input type="checkbox"/> Issue 1 (Jan/Feb 20__)</p> <p><input type="checkbox"/> Issue 2 (Mar/Apr 20__)</p> <p><input type="checkbox"/> Issue 3 (May/Jun 20__)</p> <p><input type="checkbox"/> Issue 4 (Jul/Aug 20__)</p> <p><input type="checkbox"/> Issue 5 (Sep/Oct 20__)</p> <p><input type="checkbox"/> Issue 6 (Nov/Dec 20__)</p>	<p>RATE & TOTAL</p> <p>Rate Per Advertisement \$ _____</p> <p>SEE RATE SHEET FOR PRICING/DISCOUNTS FOR THREE/SIX TIME PLACEMENTS</p> <p>Total Contract Amount \$ _____</p> <p>FOR ALL ADS PLACED IN THE CONTRACT, INCLUDING DISCOUNTS</p>
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WEBSITE BANNER ADVERTISING SIZE & SCHEDULE

<p>SIZES</p> <p>Skyscraper (160x600px)</p> <p>Rectangle (180x150px)</p>	<p>MONTHS FOR PLACEMENT</p> <p><input type="checkbox"/> Jan <input type="checkbox"/> Apr <input type="checkbox"/> Jul <input type="checkbox"/> Oct</p> <p><input type="checkbox"/> Feb <input type="checkbox"/> May <input type="checkbox"/> Aug <input type="checkbox"/> Nov</p> <p><input type="checkbox"/> Mar <input type="checkbox"/> June <input type="checkbox"/> Sep <input type="checkbox"/> Dec</p>	<p>RATE & TOTAL</p> <p>Rate Per Month \$ 300 _____</p> <p>\$300 FOR 1-MONTH POSTING (BOTH AD SIZES)</p> <p>Total Contract Amount \$ _____</p> <p>FOR ALL MONTHS ADS ARE PLACED</p>
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CONTACT & PAYMENT INFORMATION

Company Name _____	Website _____
Primary Contact _____	Title _____
Address _____	City/State/Zip _____
Phone _____	Email _____
Billing Contact (IF DIFFERENT) _____	Title _____
Billing Address _____	City/State/Zip _____
Phone _____	Billing Email _____
Authorizing Agent Signature _____	Date Signed _____

PAYMENT OPTIONS

- I will pay **INDIVIDUALLY, AFTER EACH** ad placement for the single issue amount (multiple billings/payments)
- I will pay **IN TOTAL, ONE TIME** for the entire ad contract amount after the first ad is placed (one billing/payment)

PAYMENT METHOD

- I will pay with a **CHECK** upon receipt of invoice (PAYABLE TO MISSOURI DENTAL ASSOCIATION)
- I will pay with **CREDIT CARD** for each invoice, to be automatically debited by MDA (**VISA/MASTERCARD/DISCOVER ONLY**)

Credit Card # _____	Exp Date _____	CSV Code _____
Name on Card _____	Signature _____	

FOR ALL NEW ADVERTISERS, THE MDA REQUIRES A CREDIT CARD NUMBER AT THE TIME OF THE CONTRACT SIGNING.

No charges will be billed until the issue has been published. For those desiring to pay with check, the credit card number will be retained only to ensure payment in the event a check payment is not received within 45 days of the invoice date.

FAX FORM TO 573-635-0764 OR EMAIL TO MELISSA@MODENTALMAIL.ORG. Placement of an advertisement denotes consent to MDA advertising agreement terms. See our complete advertising terms at modental.org/adrates.