

FOCUS MAGAZINE OVERVIEW

The MDA *Focus* is the official Association magazine published four times annually in Spring (March), Summer (June), Fall (September) and Winter (December). We send the publication to members in all practice types and stages. Content includes MDA news of interest and official business; editorials and member views; legislative, regulatory and policy issues; and, updates from the ADA and other oral health stakeholders.

eFOCUS DIGITAL PUBLICATION

The eFocus format 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. View at modental.org/efocus.

DISPLAY & CLASSIFIED ADVERTISING DEADLINES

A signed contract and artwork must be received by the issue deadline. If new ad artwork is desired, it must be received by the next issue deadline; otherwise, the previous month's advertisement will be placed.

ISSUE	ART DUE	TO PRINT	MAILED
SPRING	MAR 1	MAR 15	MAR 31
SUMMER	JUN 1	JUN 15	JUN 30
FALL	SEP 1	SEP 15	SEP 30
WINTER	DEC 1	DEC 15	DEC 31

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.

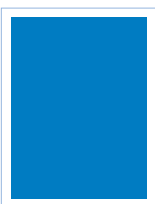
DISPLAY AD RATES & SIZES

Rates effective January 1 through December 31 annually. Amounts below are PER ISSUE and reflect discounts for multiple placement.

SIZE	1 ISSUE	2 ISSUES	4 ISSUES
FULL BLEED	\$1,000	\$950	\$900
FULL TRIM	\$950	\$900	\$850
HALF	\$600	\$550	\$500
THIRD	\$500	\$450	\$400



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



Full Page Trim
7.5" X 10"



Half Page
7.5" X 4.875"



Third Page Island
4.9375" X 4.875"

ADVERTISING POLICIES

All advertising placed with the MDA is subject to review. The MDA reserves the right to reject any ad copy deemed inappropriate. Payment for any ads, if not due at time of placement (classifieds ads), are due within 30 days of the invoice receipt and may be paid with check or credit card. Any undelivered contracted ads may be cancelled in writing. View terms at modental.org/adpolicy.

CLASSIFIED AD RATES

Classified advertisements run **online only** at modental.org and are limited to practice sales, practice and job opportunities for dentists and auxiliaries, those seeking opportunities, the personal sale of used equipment and service advertising. To place a classified ad, go to modental.org/classifieds. **Monthly rates are:**

- **MDA/ADA Member Dentist:** \$25
- **Dental Related Company:** (transition/practice sales) \$75
- **Non-Member Dentists:** \$100

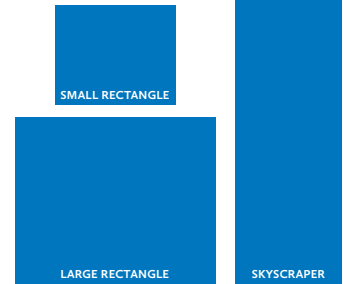
WEBSITE AD RATES

Website banner advertising offers the opportunity to connect with visitors to modental.org. For one monthly rate of \$300, your ad is rotated through the below positions on the pages of modental.org. Advertiser is responsible for ad copy provision to the MDA.

SIZE	SIZE
SKYSCRAPER	160 X 600 PIXELS
LARGE RECTANGLE	300 X 250 PIXELS
SMALL RECTANGLE	180 X 150 PIXELS

Location Descriptions:

Skyscraper and small rectangle available on all secondary pages but not homepage. Large Rectangle available on home page only. The images shown at right are not to scale but they are proportional to one another.



SOLUTIONS CENTER

The Solutions Center, at solutions.modental.org, is the year-round, self-service "digital exhibit hall" for Missouri dental professionals. Your 12-Month Solutions Center Profile provides:

- 5 Custom Call-To-Action Buttons
- 20 Images/Photos
- 10 Videos
- 10 Product Pages
- 10 Service Pages
- 20 Downloadable Resources

**\$1,500
ANNUAL
SUBSCRIPTION**

Any company with a Solutions Center Profile subscription will receive an additional 10% discount off any print or web ads.

ADDITIONAL OPPORTUNITIES

Meetings Sponsorship & Exhibits: Contact Mandy Lewis mandy@modentalmail.org or 573-634-3436, Ext 102.

Membership Postal Mailing Lists: Contact Stacey Hemmel stacey@modentalmail.org or 573-634-3436, Ext 109.

CONTACT INFORMATION

For questions about any of these opportunities, please contact: Melissa Albertson, Communications Director at melissa@modentalmail.org or 573-634-3436, Ext 103.

ALL RATES IN THIS DOCUMENT ARE VALID FOR 2023 ONLY.

MAGAZINE DISPLAY ADVERTISING

SIZE <input type="checkbox"/> Full Page Bleed <input type="checkbox"/> Full Page Trim <input type="checkbox"/> 1/2 Page Horizontal <input type="checkbox"/> 1/3 Page Island COLOR All ads are full color only	ISSUES FOR PLACEMENT <input type="checkbox"/> Issue 1 (Spring, March) <input type="checkbox"/> Issue 2 (Summer, June) <input type="checkbox"/> Issue 3 (Fall, September) <input type="checkbox"/> Issue 4 (Winter, December)	RATE & TOTAL Rate Per Advertisement \$ _____ <small>SEE RATE SHEET FOR PRICING FOR MULTIPLE ISSUE PLACEMENTS</small> Total Contract Amount \$ _____ <small>FOR ALL ADS PLACED IN THE CONTRACT INCLUDING DISCOUNTS</small>
--	---	--

WEBSITE BANNER ADVERTISING

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

SOLUTIONS CENTER ADVERTISING

<input type="checkbox"/> Yes, I want a listing on the Solutions Center for the term of one year.	Rate Per Year \$ 1,500
--	--------------------------------------

TOTAL FOR ALL ADVERTISING OPTIONS SELECTED \$ _____

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 (IF DIFFERENT) _____	 Date Contract Completed _____

PAYMENT BILLING OPTIONS

Pay **INDIVIDUALLY, AFTER EACH** ad placement for the single magazine issue or monthly web ad (multiple billings/payments).

Pay **IN TOTAL, ONE TIME** for the entire print/online ad contract amount after the first ad is placed (one billing/payment).

PAYMENT METHOD

Pay with **CHECK** (MDA) Pay with **CREDIT CARD** automatically debited by MDA.

Credit Card # _____	Exp Date _____	CSV Code _____
---------------------	----------------	----------------

VISA/MASTERCARD/DISCOVER ACCEPTED, **NO AMERICAN EXPRESS**

Name on Card _____

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 30 days of the invoice date.

FAX COMPLETED FORM TO 573-635-0764 OR EMAIL TO MELISSA@MODENTALMAIL.ORG.

Placement of an advertisement denotes consent to MDA advertising agreement terms. View those terms at modental.org/policy.