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.

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

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
Ads must be high-resolution PDF, JPEG or EPS files. Set color space to CMYK, convert spot colors and create outlines for fonts that cannot be embedded.

### 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.

### 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 all three positions. See additional Website Banner Advertising sheet for ad position examples. Leaderboard: 728x90px / Skyscraper: 160x600px / Rectangle: 180x150px

### 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.
### Display Advertising Size & Schedule

<table>
<thead>
<tr>
<th><strong>Size</strong></th>
<th><strong>Issues for Placement</strong></th>
<th><strong>Rate &amp; TOTAL</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page (☐ Bleed ☐ Trim)</td>
<td>☐ Issue 1 (Jan/Feb 20__)</td>
<td>Rate Per Advertisement $ ____________</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>☐ Issue 2 (Mar/Apr 20__)</td>
<td>See rate sheet for pricing/discounts for</td>
</tr>
<tr>
<td>1/3 Page Island</td>
<td>☐ Issue 3 (May/Jun 20__)</td>
<td>three/six time placements</td>
</tr>
<tr>
<td>1/6 Page Column</td>
<td>☐ Issue 4 (Jul/Aug 20__)</td>
<td>Total Contract Amount $ ____________</td>
</tr>
<tr>
<td></td>
<td>☐ Issue 5 (Sep/Oct 20__)</td>
<td>for all ads placed in the contract,</td>
</tr>
<tr>
<td></td>
<td>☐ Issue 6 (Nov/Dec 20__)</td>
<td>including discounts</td>
</tr>
</tbody>
</table>

**Color**

- Full Color
- Black & White

### Website Banner Advertising Size & Schedule

<table>
<thead>
<tr>
<th><strong>Size</strong></th>
<th><strong>_months for Placement</strong></th>
<th><strong>Rate &amp; TOTAL</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard (728x90px)</td>
<td>☐ Jan ☐ Apr ☐ Jul ☐ Oct</td>
<td>Rate Per Month $ 300</td>
</tr>
<tr>
<td>Skyscraper: (160x600px)</td>
<td>☐ Feb ☐ May ☐ Aug ☐ Nov</td>
<td>$300 for 1-month posting</td>
</tr>
<tr>
<td>Rectangle: (180x150px)</td>
<td>☐ Mar ☐ June ☐ Sep ☐ Dec</td>
<td>Total Contract Amount $ ____________</td>
</tr>
</tbody>
</table>

### Contact & Payment Information

- **Company Name**
- **Website**
- **Primary Contact Name**
- **Title**
- **Address**
- **City/State/Zip**
- **Phone**
- **Email**
- **Billing Contact (if different)**
- **Title**
- **Billing Address**
- **City/State/Zip**
- **Billing 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)

<table>
<thead>
<tr>
<th><strong>Credit Card #</strong></th>
<th><strong>Exp Date</strong></th>
<th><strong>CSV Code</strong></th>
</tr>
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<tbody>
<tr>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

**Name on Card**

**Signature**

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**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.**