

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 www.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 Kleffner (Classified Advertising) elisha@modentalmail.org. The MDA Editor may be emailed at editor@modental.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 www.modental.org/classifieds.

ISSUE	COPY/ART	MAIL DATE
1 (Jan/Feb)	Monday, Jan 7, 2019	February 1
2 (March/April)	Monday, Mar 4, 2019	April 1
3 (May/June)	Monday, May 6, 2019	June 1
4 (July/Aug)	Monday, Jul 8, 2019	August 1
5 (Sept/Oct)	Monday, Sep 9, 2019	October 1
6 (Nov/Dec)	Monday, Nov 4, 2019	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

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.

ADVERTISING TERMS & CANCELLATIONS

Advertising terms can be found at www.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 ADVERTISING POLICIES

The MDA will provide its advertising policies upon request.

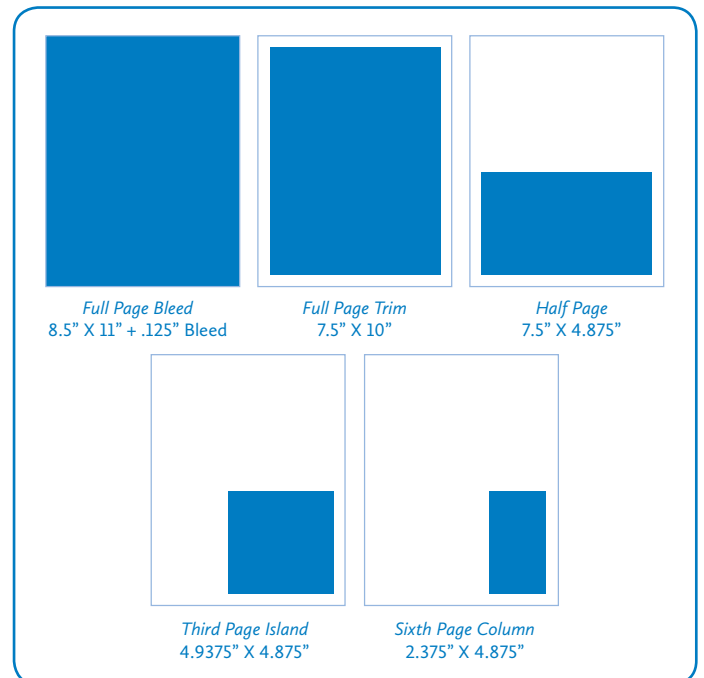
DISPLAY ADVERTISING RATES

Rates effective January 1 through December 31, 2019. 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

ADVERTISEMENT SIZES

Illustrations below represent sizes for *Focus* advertisements. *Focus* trim size is 8.5" X 11". Measurements given are Width X Height.



CLASSIFIED ADVERTISING RATES

Please note, deadlines to receive classified ad placements are the SAME as display ads at left. The placement of such ads should be initiated by completing the form at www.modental.org/classifieds. Classified advertisement rates include placement in both the *Focus* magazine and online.

- **MDA Members:** Receive one 40-word placement free of charge. \$30 for 40 words; 50 cents each additional word
- **Non Members:** \$60 for 40 words; 50 cents each additional word
- **MDA Members & Dental Office Auxiliaries Only:** Free assistant/hygiene want/seeking ads (online only). See details under www.modental.org/classifieds.

Classified ads are limited to 175 words. Your listing will be pending until we respond to you with the word count and cost, and to verify the category and obtain payment information. Payments must be made with credit card at time of placement (VISA/MC/DISC).

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 www.modental.org/classifieds.

DISPLAY ADVERTISING SIZE & SCHEDULE

FOR CLASSIFIED AD PLACEMENT, PLEASE VISIT WWW.MODENTAL.ORG/CLASSIFIEDS AND COMPLETE THE ONLINE FORM TO BEGIN THE PROCESS

SIZE Full Page Bleed Full Page Trim **COLOR** Full Color
 1/2 Page Horizontal 1/3 Page Island 1/6 Page Column Black & White

ISSUES FOR PLACEMENT INDICATE DESIRED YEAR OF PLACEMENT, ESPECIALLY FOR CONTRACTS THAT SPLIT YEARS

Issue 1 (January/February 20____) Issue 2 (March/April 20____) Issue 3 (May/June 20____)
 Issue 4 (July/August 20____) Issue 5 (September/October 20____) Issue 6 (November/December 20____)

PER INSERTION & TOTAL CONTRACT

Rate Per Advertisement (SEE RATE SHEET FOR PRICING/DISCOUNTS FOR THREE/SIX TIME PLACEMENTS) \$ _____ EACH
Total Contract Amount (FOR ALL ADS PLACED IN THE CONTRACT, INCLUDING DISCOUNTS) \$ _____ TOTAL

CONTACT & PAYMENT INFORMATION

*Primary Contact indicates who is authorized to make changes to the contract
Billing Contact indicates who invoices should be sent to if different than Primary Contact*

Company Name _____		Website _____
Primary Contact _____		Title _____
Address _____		City/State/Zip _____
Phone _____	Fax _____	Email _____
Billing Contact (IF DIFFERENT) _____		Title _____
Address _____		City/State/Zip _____
Phone _____	Fax _____	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.

For questions contact Melissa Albertson at 573-634-3436. Placement of an advertisement denotes consent to MDA advertising agreement terms. See our complete advertising terms at www.modental.org/adrates.