

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). The publication is mailed to active members and content includes MDA business and news of interest; editorial and member views; legislative, regulatory and policy issues; and, ADA and oral health stakeholders updates.

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 issue ad will be placed. Print ad files must be CMYK, high-resolution PDF or JPEG.

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

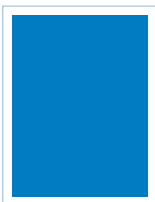
RATES & SIZES

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

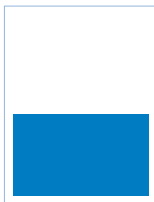
SIZE	1 ISSUE	2 ISSUES	4 ISSUES
FULL BLEED	\$1,000	\$950	\$900
FULL TRIM	\$950	\$900	\$850
HALF	\$600	\$550	\$500
THIRD	\$500	\$450	\$400



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"

E PUBLICATION

To view archived digital issues of the *Focus* magazine, visit MODENTAL.ORG/EFOCUS.

CLASSIFIED ADS ONLINE

Classified advertisements are online only. For details and to place an ad go to MODENTAL.ORG/CLASSIFIEDS.

WEBSITE & EMAIL DIGITAL ADS

The MDA offers website and email banner advertising opportunities. If your company purchases digital ads and/or is a Connect4Success exhibitor, you receive a 15% discount on any print ads placed! To learn more, contact Melissa Albertson.

CONTACT

For questions contact: Melissa Albertson, Communications Director (melissa@modentalmail.org or 573-634-3436, Ext 103).

MAGAZINE ADVERTISING CONTRACT

SIZE

- ☐ Full Page Bleed
- ☐ Full Page Trim
- ☐ 1/2 Page Horizontal
- ☐ 1/3 Page Island

ISSUES

- ☐ Issue 1 (Spring/March)
- ☐ Issue 2 (Summer/June)
- ☐ Issue 3 (Fall/September)
- ☐ Issue 4 (Winter/December)

RATE & TOTAL

Rate Per Advertisement \$ _____

SEE RATE SHEET FOR MULTIPLE ISSUE DISCOUNT

Total Contract Amount \$ _____

FOR ALL ADS (INCLUDING ANY DISCOUNTS)

COMPANY INFORMATION

Company Name _____

Website _____

Primary Contact _____

Address (CITY/STATE/ZIP) _____

Phone _____

Email _____

Billing Contact (IF DIFFERENT) _____

Billing Address (CITY/STATE/ZIP) _____

Phone _____

Billing Email _____

Date Completed _____

PAYMENT INFORMATION

- ☐ Pay **INDIVIDUALLY, AFTER EACH** ad for the single issue.
- ☐ Pay **IN TOTAL, ONE TIME** for the entire contract amount.
- ☐ Pay with **CHECK**
- ☐ Pay with **CREDIT CARD**

Name on Card _____

Credit Card # _____

Exp Date _____ CSV Code _____

VISA, MASTERCARD, DISCOVER ONLY / NO AMERICAN EXPRESS

FOR ALL NEW ADVERTISERS, THE MDA REQUIRES A CREDIT CARD NUMBER AT THE TIME OF THE CONTRACT SIGNING. For those desiring to pay with check, credit card information is retained only to ensure payment in the event a check payment is not received within 30 days of the invoice date. No charges are billed until the issue publishes.

FAX COMPLETED FORM TO 573-635-0764 OR EMAIL TO MELISSA@MODENTALMAIL.ORG. Placement of an ad implies consent to MDA advertising terms (see below).

POLICIES

All advertising placed with the MDA is subject to review; MDA reserves the right to reject any ad copy. Payment for any ads are due within 30 days of invoice email and may be paid with check or credit card. Any undelivered contracted ads may be cancelled in writing. View terms at MODENTAL.ORG/ADPOLICY.