Classified Rates (includes placement in Journal and on smilemichigan.com)

Classified rates for MDA members (per insertion):

- $45/first 30 words
- 45 cents each additional word

Classified rates for non-members (per insertion):

- $60/first 30 words
- 60 cents each additional word

Payment must accompany ad copy. All ads must be in writing. Payment and ad copy are due to MDA by the deadline dates listed inside this brochure. Mail ad copy and payment to MDA Journal Classifieds, 3657 Okemos Road, Suite 200, Okemos, MI 48864-3927.

Ads may be faxed, along with credit card number, expiration date and signature, to the MDA at (517) 372-0008.

Or you may place your ad online at http://www.smilemichigan.com/pro/MDAJournal/PlacingaClassified/OnlineForm.aspx.

Web Site Bonus!

Now MDA classifieds reach more people than ever! All classified ads are automatically posted on the MDA's Web site at no extra charge. You can read or submit advertisements online, anytime, at www.smilemichigan.com (dental professionals area).

JOURNAL
of the Michigan Dental Association

Covering Michigan Dentistry Since 1919

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JOURNAL
of the Michigan Dental Association

Statewide Coverage — All members of the Michigan Dental Association receive the *Journal*, plus dental students at both dental schools in Michigan, and a large secondary audience of dental office staff. Requested circulation has risen to over 6,500 . . . more than 75 percent of all dentists in Michigan. The *Journal* is the best way to reach Michigan dentists and their staffs.

A Proven Advertising Medium — The *Journal*'s consistently large volume of advertising is a testament to its high readership and appeal. The MDA *Journal* usually runs more display and classified advertising each month than any other statewide dental publication, anywhere in the United States. More display ads, more classified ads, more Michigan readers, and more value for the money.

Quality Layout and Design — The layout and design of the MDA *Journal* have been consistently improved, providing a prestigious, modern graphic environment for advertising.

FREE Classifieds — Twelve-time advertisers receive one free classified ad (up to 30 words) per issue.

FREE Listing in Advertiser Index — All advertisers are listed in our exclusive full-page Advertiser Directory.

FREE Web Links — All advertisers receive free links on the MDA Web site.

FREE "Advertiser of the Month" Feature — Contract advertisers are featured each month. Contact the MDA for program details.

JOURNAL
of the Michigan Dental Association

Advertising Rates Effective January 2013

MDA Journal Circulation

The *Journal of the Michigan Dental Association* is published monthly.

It has a requested circulation of 6,522 (2011 U.S. Postal Service Statement).

Note: Rates effective November 2012.

Black & White Display Rates

	12-time rate	4-time rate	2-time rate	1-time rate
Full page	$555	$585	$595	$600
Half page	$395	$415	$435	$465
Third page	$305	$325	$345	$365
Sixth page	$205	$235	$260	$275

Color Display Rates

Two-color: $300 plus B&W page rate
Four-color process: $700 plus B&W page rate

Special Position Page Rates

Rates listed below are black and white rates. See above for color upcharge. Limited to 12 -time advertisers only. Check for availability.

Page one: $675
Page four (one-third vertical): $315
Opposite contents page: $635
Opposite editorial page: $690
Inside front cover: $685
Inside back cover: $685
Back cover: $800

Insertion Orders

Send an insertion order or letter of authorization with any new copy or art. If no insertion order is received from a contract advertiser, the previous month's ad will run.

Typesetting/Design Service

Available at $75 per hour, or by special arrangement. Contact MDA staff for details.

Advertising Deadlines

Insertion orders and camera-ready copy must be received at the MDA by the following dates:

Issue	*Insertions due*
January 2013	Dec. 1, 2012
***February 2013**	**Jan. 1, 2013**
March 2013	Feb. 1, 2013
April 2013	March 1, 2013
May 2013	April 1, 2013
June 2013	May 1, 2013
July 2013	June 1, 2013
August 2013	July 1, 2013
September 2013	Aug. 1, 2013
October 2013	Sept. 1, 2013
****November 2013**	**Oct. 1, 2013**
December 2013	Nov. 1, 2013

****Annual Session Promotional Issue***
*****Membership Benefits Issue***

Materials Required

High-resolution PDF files preferred. Ads on computer disk also accepted, with hard copy. Contact MDA for disk submission guidelines. Unless requested in writing, material becomes property of the MDA and is retained for one year. Changes, corrections or additions authorized and made to advertisements after submission will be charged to client. All copy is subject to approval by the MDA.

Cancellations

Any cancellation must be in writing; 30-day notice required on contract ad space. MDA may cancel contract ads if account is not paid within 45 days of receipt of billing.

Agency Discount

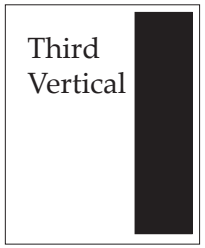
A 15 percent discount to approved ad agencies is allowed if advertising is billed to agency and paid by agency.

Ad sizes to meet your needs . . .

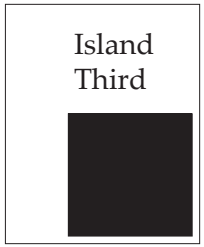
8 3/4″ x 11 1/4″

7 1/2″ x 9 3/4″

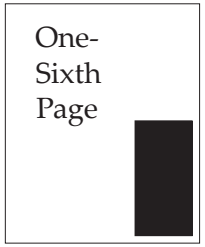
7 1/2″ x 4 7/8″



2 3/8″ x 10 1/8″



4 15/16″ x 4 7/8″



2 3/8″ x 4 7/8″

The illustrations above represent scaled-down approximations of the sizes and shapes of ads available in the MDA *Journal*. Actual *Journal* size is 8 1/2 x 11 inches; ad measurements given are accurate for the *Journal*. Note: First number given in the measurement is for *width* of the ad.