

# About THE DENTAL ARCH

*The Dental Arch* is an multiple award-winning publication of the Greater St. Louis Dental Society. It is a quarterly magazine published in Winter, Spring, Summer and Fall. It includes a wide range of topics to assist practicing dentists including clinical, practice management, and news articles covering events of The Greater St. Louis Dental Society. Our circulation of more than 1,200 subscribers includes dentists, laboratories and dental schools in and around St. Louis. *The Dental Arch* is 8.5" by 11" in size and is full color throughout. The digital edition of *The Dental Arch* is available to anyone online at [thedentalarch.com](http://thedentalarch.com).

## DEADLINES FOR DISPLAY ADVERTISING:

Issue	Art Due	Mails	In Offices
WINTER	Dec. 10	Jan. 10	Jan. 20
SPRING	Mar. 10	Apr. 10	Apr. 20
SUMMER	June 10	July 10	July 20
FALL	Sept. 10	Oct. 10	Oct. 20

## FORMATS FOR ADVERTISING:

All advertising materials should be supplied as electronic files to Nikki Sprehe, Managing Editor, at [nikki@gslds.org](mailto:nikki@gslds.org).

- Publication size: 8 1/2" x 11"
- Bleed: 1/8" on all sides
- Trim size: 8 1/2" x 11"
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High-resolution PDFs (with fonts embedded) are preferred. We also accept .jpg and .eps formats. For more information, please contact Nikki at (314) 569-0444 or by email at [nikki@gslds.org](mailto:nikki@gslds.org).

## CLASSIFIED ADVERTISING:

Classified advertisements in the *The Dental Arch* and online at [www.gslds.org](http://www.gslds.org) are confined to practice sales, practice and job opportunities for dentists and auxiliaries, those seeking opportunities, the personal sale of used equipment and service advertising. If you would like to remain confidential, we provide a box number service for an additional charge of \$5.00. Replies to box numbers will be forwarded to the advertiser.

### MEMBER:

40 words or less	\$20.00
Over 40 words	add \$10.00

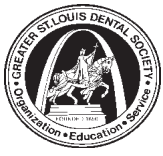
### NON-MEMBER:

40 words or less	\$30.00
Over 40 words	add \$10.00

OUR NEWEST  
ADVERTISING  
OPPORTUNITY

## THE DIGITAL EDITION OF THE DENTAL ARCH

THE DENTAL ARCH'S NEW DIGITAL EDITION offers another great, affordable advertising opportunity! Our new format broadens the readership to include anyone with access to the internet, so your potential audience is HUGE! Current advertisers can add a banner ad to their current contract for only \$50-\$75 per issue. The ad will be featured on the digital edition in a constant rotation every 10 seconds\*. Advertise a special, an event or just your company information and website. Buy more than one banner ad and do all three! Visit [THEDENTALARCH.COM](http://THEDENTALARCH.COM) to see a sample banner ad. Sign up today by completing the advertising contract. \*Ads placed on a first come, first serve basis.



# THE DENTAL ARCH Advertising Rates

A quarterly publication of the Greater St. Louis Dental Society

AD SIZE	MEASUREMENT		1X	4X
Full Page Color	7.5" by 10"		750.00	650.00
Full Page Black & White	7.5" by 10"		650.00	550.00
Front Inside Cover (Full Page Color)	7.5" by 10"		-----	750.00
Front Inside Cover (Full Page B&W)	7.5" by 10"		-----	600.00
Back Inside Cover (Full Page Color)	7.5" by 10"		-----	750.00
Back Inside Cover (Full Page B&W)	7.5" by 10"		-----	600.00
<hr/>				
Half Page Color	7.5" by 4.9"		575.00	500.00
Half Page B&W	7.5" by 4.9"		475.00	400.00
Back Cover (Half Page Color)	7.5" by 4.9"		-----	550.00
Back Cover (Half Page B&W)	7.5" by 4.9"		-----	450.00
<hr/>				
Third Page Column Color	2.4" by 10"		450.00	400.00
Third Page Column B&W	2.4" by 10"		350.00	300.00
Third Page Island Color	4.9" by 4.8"		450.00	400.00
Third Page Island B&W	4.9" by 4.8"		350.00	300.00
<hr/>				
Sixth Page Column Color	2.4" by 4.9"		350.00	300.00
Sixth Page Column B&W	2.4" by 4.9"		250.00	200.00
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DIGITAL EDITON	MEASUREMENT		1X	4X
<u>WITH AD IN HARD COPY EDITION</u>				
Digital Edition Banner Ad	650 x 75 pixels		75.00	50.00
<u>DIGITAL EDITION ONLY</u>				
Digital Edition Banner Ad	650 x 75 pixels		125.00	100.00

*\*\*PLEASE NOTE: It will be the responsibility of the ADVERTISER to provide new ad copy or advise us of any ad copy changes prior to the deadline date of that issue.*



# THE DENTAL ARCH Advertising Contract

A quarterly publication of the Greater St. Louis Dental Society

AD SIZE	1X (PLEASE CIRCLE COST)	4X
Full Page Color	750.00	650.00
Full Page Black & White	650.00	550.00
Front Inside Cover (Full Page Color)	-----	750.00
Front Inside Cover (Full Page B&W)	-----	600.00
Back Inside Cover (Full Page Color)	-----	750.00
Back Inside Cover (Full Page B&W)	-----	600.00
Half Page Color	575.00	500.00
Half Page B&W	475.00	400.00
Back Cover (Half Page Color)	-----	550.00
Back Cover (Half Page B&W)	-----	450.00
Third Page Column Color	450.00	400.00
Third Page Column B&W	350.00	300.00
Third Page Island Color	450.00	400.00
Third Page Island B&W	350.00	300.00
Sixth Page Column Color	350.00	300.00
Sixth Page Column B&W	250.00	200.00
<b>DIGITAL EDITION ADVERTISING</b>		
Banner Ad w/ Hard Copy Ad	75.00	50.00
Banner Ad ONLY	125.00	100.00

**MATERIAL DEADLINES**

WINTER Issue----December 10                      SUMMER Issue-----June 10  
 SPRING Issue-----March 10                      FALL Issue-----September 10

**ISSUE Will Be IN OFFICES**

WINTER: Jan. 20      SPRING: Apr. 20      SUMMER: July 20      FALL: Oct. 20

*\*\*PLEASE NOTE: It will be the responsibility of the ADVERTISER to provide new ad copy or advise us of any ad copy changes prior to the deadline date of that issue.*

FIRM NAME: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_ PHONE: \_\_\_\_\_

SIZE OF AD: \_\_\_\_\_ NUMBER OF INSERTIONS: 1X  4X  COST (PER ISSUE): \_\_\_\_\_

BANNER AD:  NUMBER OF BANNER ADS: \_\_\_\_\_ COST (PER ISSUE): \_\_\_\_\_

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

# THE DENTAL ARCH Advertising Standards

The following requirements and guidelines constitute the advertising standards of the Greater St. Louis Dental Society. The Society will periodically review its advertising standards with the objective of keeping pace with changes that occur in the dental profession. The Society reserves the right to reject any advertising.

- Advertising must be factual, dignified and tasteful, with the intention to provide useful product and service information.
- All advertising submitted to the GSLDS is subject to publisher approval.
- The GSLDS reserves the right to accept or reject advertising, at its sole discretion, for any product or service submitted for publication.
- Advertisement contracts may be cancelled immediately by GSLDS if account is not paid within 60 days of invoice date. If account is handled through an agency and is past due, the client/company will be made aware and contacted directly to receive advertising payment.
- Individual artwork, in the form of advertisements, is not accepted by the GSLDS. All artwork must be accompanied by a signed insertion order or contract.
- The sole remedy for printing or other errors in advertisements caused by the GSLDS shall be an additional printing of the same advertisement in THE DENTAL ARCH in the next immediate issue after the contract expires. No cash refund will be issued.
- The advertiser agrees to indemnify and hold the GSLDS, its officers, trustees, members, employees and subsidiaries harmless from any liability, including costs and attorney fees, arising out of or relating to the content of any ad.
- Classified advertisements in the THE DENTAL ARCH and online at [www.gslsds.org](http://www.gslsds.org) are confined to practice sales, practice and job opportunities for dentists and auxiliaries, those seeking opportunities, the personal sale of used equipment and service advertising.
- The appearance of advertising in THE DENTAL ARCH is not a guarantee or endorsement by the Society of a product or service, or the claims made for a product by a manufacturer.

## Contact:

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