

# ORANGE COUNTY dental society

## IMPRESSIONS insertion order

### Issuance

**Frequency** 6 times per year

**Issue Date** 25th of December, February, April, June, August, October

**Established** 1956

**Circulation** 2,500

**Coverage** Orange County, California

**Character of Circulation** A local bulletin serving all members of the Orange County Dental Society, their hygienists, office personnel and respective families.

OCDS Membership, California Dental Association, American Dental Association, California component offices and subscription sales.

### Rates\*

	Check One			Circle One		
	B/W Rates			Color Rates		
	1 Time	3 Times	6 Times	1 Time	3 Times	6 Times
<input type="checkbox"/> Full Page Bleed 8.6 x 11.25	\$275	\$265	\$255	\$550	\$530	\$510
<input type="checkbox"/> Full Page w/o Bleed 7.375 x 9.75	\$250	\$240	\$230	\$500	\$480	\$460
<input type="checkbox"/> Half Page Horizontal 7.375 x 4.75	\$160	\$150	\$140	\$320	\$300	\$280
<input type="checkbox"/> Third Page Vertical 2.347 x 9.75	\$130	\$120	\$110	\$260	\$240	\$220
<input type="checkbox"/> Quarter Page 3.687 x 4.675	\$100	\$90	\$80	\$200	\$180	\$160
<input type="checkbox"/> Eighth Page 3.687 x 2.25	\$75	\$65	\$55	\$150	\$130	\$110
<b>Preferred Positions - Full Color Only</b>						
<input type="checkbox"/> Inside Front Cover Full Page				\$600	\$580	\$560
<input type="checkbox"/> Inside Front Cover Half-Page				\$370	\$350	\$330
<input type="checkbox"/> Inside Back Cover Half-Page				\$360	\$340	\$320
<input type="checkbox"/> Cover Back Half-Page				\$365	\$345	\$325

**Classified Ads: \$27.00 for first 25 words; \$0.60 for each additional word.**

**Check must accompany ad submission. No agency discounts.**

### Acceptance of Advertising

Advertising is subject to approval by the Editorial Board.

\*Rates effective with the May/June 2008 Edition.

advertising  
specifications **RATES**

# ORANGE COUNTY *dental society*

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### Mechanical Requirements

**Printing Process** Offset lithography, sheet fed

**Trim Size** 8.375 x 11

**Accepted Material** Copy submitted for reproduction must be in the following formats:

- Digital files must be 300 dpi and include all fonts and images
- 300 dpi; PDF, PSD, TIF, EPS or JPEG files
- Accepted programs are Quark, Adobe Illustrator, PhotoShop

**Publication Set Copy** Lacking a layout or specific instruction copy will be set at publication's discretion. Design and alterations will be charged to advertiser.

### Deadlines

January/February Issue due 11/25

March/April Issue due 1/25

May/June Issue due 3/25

July/August Issue due 5/25

September/October Issue due 7/25

November/December Issue due 9/25

**Subscription** \$50.00 Yearly

**Yes, I would like to advertise in the OCDS Impressions magazine.**

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Contact Name \_\_\_\_\_

Contact Phone No. \_\_\_\_\_

**Please remit payment to:**

OCDS

295 Flower St.

Santa Ana, CA 92868

714.634.8944

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