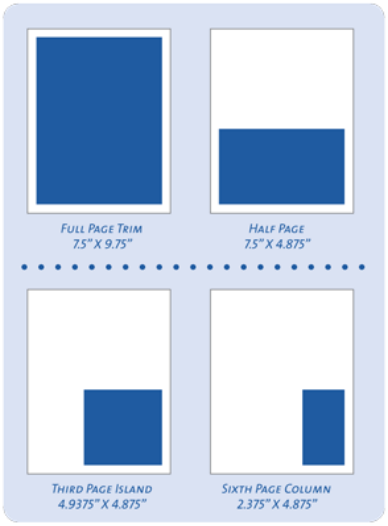
2017 ADVERTISING RATES

The NDA newsletter is published five times annually, January/February; March/April/May; June/July/August; September/October and November/December. It has a circulation of approximately 1,200, which includes members of the NDA (almost 79% of all Nebraska dentists), UNMC and Creighton School of Dentistry students, other state dental associations, and a large secondary audience of dental office staff. To save on postage costs, the NDA will no longer send out a copy of the newsletter, but instead will place a pdf file of the newsletter after publication, on the NDA website at www.nedental.org.

Ad Sizes



Display Advertising

The NDA welcomes advertising as a way to inform members about products and services for the practice of dentistry. Advertising must be factual, dignified, tasteful and intended to provide useful information. All advertising submitted to the NDA is subject to publisher approval and must be received in camera ready format. No cancellations accepted after the 25th of the month prior to publication. **ALL ADS WILL APPEAR IN COLOR AND MUST BE PAID IN FULL PRIOR TO PUBLICATION.**

Display Ad Rates

Size	1x 4C	3x 4C	5x 4C
Full	$625	$600	$575
Half	$350	$325	$300
Third	$275	$250	$225
Sixth	$250	$175	$150

Rates effective through December 2017. Amounts reflect discounts for 3month and 6 month placement.

Display Advertising Deadlines

Issue	Art Due	Tenatively Mails
Jan/Feb	Jan. 15	Feb. 15
Mar/April/May	April15	May 15
June/July/Aug	July 15	Aug 15
Sept/Oct	Sept 15	Oct 15
Nov/Dec	Nov 15	Dec 15

Classified Advertising

The cost for classified advertisements is:

- Members: $35 for 40 words; 40 cents for each additional word.
- Non-members: $75 for 40 words; 40 cents for each additional word.
- Rates include a listing in the NDA newsletter.
- All ads must be paid at time of placement with credit card or check.