



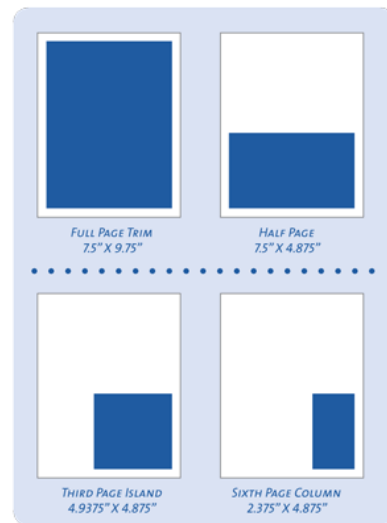
2014 ADVERTISING RATES

The NDA newsletter is published six 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, receive the publication and it also is read by 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 email a pdf file of the newsletter after publication, as well as publish it on the NDA website.

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. No cancellations accepted after the 25th of the month prior to publication.



Display Ad Rates

Size	1x BW	1x 4C	3x BW	3x 4C	6x BW	6x 4C
Full	\$350	\$525	\$333	\$500	\$325	\$488
Half	\$250	\$375	\$238	\$357	\$225	\$338
Third	\$200	\$300	\$190	\$285	\$180	\$270
Sixth	\$175	\$265	\$166	\$249	\$158	\$237

Rates effective through December 2013. Amounts reflect discounts for 3month and 6 month placement.

Display Advertising Deadlines

<u>Issue</u>	<u>Art Due</u>	<u>Mails</u>
Jan/Feb	Jan. 15	Feb. 15
Mar/April	March 15	April 15
May/June	May 15	June 15
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: \$30 for 40 words; 40 cents for each additional word.
- Non-members: \$50 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.