



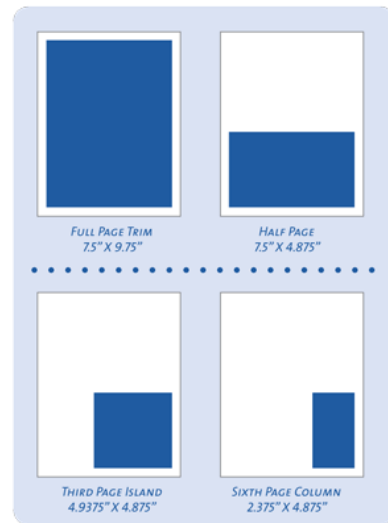
2021 ADVERTISING RATES

The NDA newsletter is published four times a year. Two of those issues will be mailed to our membership (January/February/March and July/August/September) and two of the issues will be electronically sent to our membership (April/May/June and October/November/December). It has a circulation of approximately 1,200, which includes members of the NDA, UNMC and Creighton School of Dentistry students, other state dental associations, and a large secondary audience of dental office staff. Each issue will be available on our 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, and 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	2x 4C	4x 4C
Full	\$625	\$550	\$525
Half	\$350	\$275	\$250
Third	\$275	\$200	\$175
Sixth	\$250	\$125	\$100

Rates effective through December 2021.

Display Advertising Deadlines

Issue	Art Due	Tenatively Mails
Jan/Feb/Mar	Feb. 20	Mar. 15
April/May/June	May 20	June 15
July/Aug/Sept	Aug. 20	Sept. 15
Oct/Nov/Dec	Nov. 20	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.