

*Effective January 1, 2012*

**NORTHWEST DENTISTRY**  
**Rate Card No. 24**  
*Established April, 1930*

Minnesota Dental Association, Publisher  
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*Advertising Orders and Inquiries:*  
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### GENERAL INFORMATION

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*Northwest Dentistry* is the official, bi-monthly publication of the Minnesota Dental Association.

1. **Frequency of issue:** Bi-monthly, designated as January-February, March-April, May-June, July-August, September-October and November-December.
2. **Subscription rate:** Members - \$20.00 per year, included in dues.  
Non-members - \$35.00/year in the U.S., \$40.00 foreign.  
Single copies: \$6.50 - U.S. \$8.50 - Foreign
3. **Premium or combination subscriptions:** None.
4. **Special issue:** Preview program for Annual Meeting and complete Index to Volume in November-December.
5. **Editorial content:** Clinical and practice management articles, reports from association presidents, editorials, clinical abstracts, research reports, association and district news, "News Notes", "Coming Events", letters to the editor, and other contributions from readers.
6. **Special editorial features or sections:** "News Notes" -- brief reports on issues and people in dentistry; "Coming Events" -- a calendar of meetings of professional societies; "Letters to the Editor". Each issue includes a clinical and a practice management feature article.
7. **Placement of advertising:** Interspersed with preferred position placements (rates listed under "Rate Card".)
8. **Advertisers' index:** Located in last pages of magazine (when space permits).
9. **Average monthly ratio:** Editorial 60%, Advertising 40%.
10. **Percentage of advertisers using space for past five years:** 76%
11. **Deadlines and mailing dates:** Forms close 40 days prior to mailing date. Mailing is on 15th of February, June, August and October. Mailing on 10th of April and December. Mailed second class.

## **STATEMENT OF ADVERTISING STANDARDS AND REQUIREMENTS**

The publisher, the Minnesota Dental Association's Publication Committee, or its designated agent, shall determine whether an advertisement or sponsor meets the advertising standards and requirements below and reserves the right to refuse any advertisement.

Advertising in *Northwest Dentistry* is required to conform to the following standards and requirements:

- (a) Advertising text material or illustrations shall not be blatant, in bad taste, or derogatory of other products or services, nor make exaggerated claims or misleading statements.
- (b) Products or services to be advertised must be related to dental practice, the activities of dental organizations, or of interest to dentists and their families as a whole.
- (c) The advertising of any product used in the course of dental treatment that has not been accepted either by the American Dental Association Council on Dental Materials, Instruments and Equipment or the American Dental Association Council on Dental Therapeutics may be rejected for publication.
- (d) Advertising shall not include products which do not meet the standards of the Federal Trade Commission or the Food and Drug Administration.
- (e) Advertising by a dental laboratory shall not attempt to induce or entice a dentist to neglect professional responsibility or to delegate this responsibility to a person not legally licensed to assume it.
- (f) Advertising to announce non-professional activities will be accepted only from the American Dental Association; its constituent or component organizations; recognized national, international, state or local dental or dental auxiliary organizations; an accredited college, university or other institution of higher learning; national, international, state or local societies for specialty areas of dental practice recognized by the American Dental Association.
- (g) Advertising for educational courses of study for dentists or dental auxiliaries will be accepted if presented under the auspices of the American Dental Association; its constituent or component organizations; an accredited college, university or other institution of higher learning; recognized national, international, state or local dental or dental auxiliary organizations; the recognized national certifying boards, or national, international, state or local societies for specialty areas of dental practice recognized by the American Dental Association. Advertising for a course of study which is not presented as above, but which has received approval for continuing education credit by the Minnesota Board of Dentistry, is also acceptable provided that it meets the other criteria herein.
- (h) The advertiser agrees to hold harmless the publisher and its agents for any and all claims against the advertiser or the publisher resulting from any advertisement published in *Northwest Dentistry* at the direction of the advertiser.

## RATE CARD

1. **Agency commissions:** 15% to recognized agencies.
2. **Cash discount:** 2% ten days from date of invoice -- late discounts disallowed.
3. **Rates:** Effective January 1, 2011

<u>Space</u>	<u>1 Time</u>	<u>3 Times</u>	<u>6 Times</u>
One Page .....	\$470.00	\$435.00	\$ 392.00
2/3 Page .....	376.00	348.00	314.00
Half Page .....	282.00	260.00	235.00
1/3 Page .....	235.00	217.00	195.00
Quarter Page .....	188.00	174.00	157.00
Outside Back Cover .....			612.00
Inside Back Cover .....			490.00
Inside Front Cover .....			530.00

4. **Web banner** ads on *Northwest Dentistry* web landing pages at [www.mndental.org](http://www.mndental.org). Maximum 250 pixel maximum width. Banner ad to contracted six-time, color advertisers at no charge. \$50/issue charge to six-time black and white advertisers; \$150/issue charge to all other advertisers providing a display ad is placed within that issue.
5. **Earned rates:** The 6-time rate is earned by using 6 insertions in one year, or in 6 consecutive issues, whether full page or fractional units. Six-time contracts not fulfilled are subject to short-rate billing at the three-time or one-time rate, based on number of consecutive insertions. Pro-rate options to six-time rate upon renewal of contract if consecutive issues have been placed.
6. **Preferred position rates:** 10% of earned black-and-white rate.
7. **Special issues and rates:** Preview program for annual meeting in Nov-Dec issue. No rate change.
8. **Color information** *Color charges are commissionable.*  
**Color Rates:** Standard (PMS) or Matched Color -- \$350.00  
Four Color Process - \$1050.00
9. **Insert information:** 2 page insert -- Two times black-and-white page earned rate.  
4 page insert -- Four times black-and-white page earned rate.  
\$180 charge for handling inserts.

Size required for binding, 8 7/8" x 11 1/2". This includes 3/8" for trim at top, gutter, bottom and outside edge. Vital matter should be kept 1/2" away from all sides. Stock not over 80 lb/ cover weight. Closing: One month prior to mailing date.

10. **Miscellaneous:**
  - (a) **Contract requirements:** If new copy does not arrive by closing date, preceding advertisement will be repeated. Advertising is subject to Advertising Guidelines
  - (b) **Cancellations:** Cancellation instructions must be received prior to closing date.
  - (c) **Rate & discount guarantee:** Guaranteed uniform rates to all display advertisers.
  - (d) **Classified advertisement rates** Ads should be posted online at [www.mndental.org/classifieds/](http://www.mndental.org/classifieds/) Applicable MDA member and non-member rates will be displayed for your approval.

## CIRCULATION

*Northwest Dentistry* is mailed to members of the Minnesota Dental Association, University of Minnesota dental students, and subscriber dentists and dental schools in other states.

1. **Circulation figures based on twelve months' averages:** Period – September 2009-September 2011  
Total Paid....3,104 / Other.....38 Total: 3,142
2. **Circulation verification:** Sworn statement. **Guaranteed circulation:** 3100
3. **Subscription rates per year:** Members -- \$20.00 per year included in dues.  
Non-members - \$35.00 United States/\$40.00 Canada and foreign. Electronic version of publication available.  
Annual percentage of renewals: 97%
4. **Length of time publication is mailed after expiration of subscription:** Expiration date.
5. **Rate per M:** \$126.45 based upon average twelve months circulation and 2011 six -time page rate.

### MECHANICAL REQUIREMENTS

1. **Paper stock and binding information:** *Northwest Dentistry* is perfect bound and printed on 70 lb. enamel stock recycled paper containing 10% post-consumer fiber using domestic soy-based inks. Cover prints on 7 pt. reclaim recycled paper. Inserts printed on not over 80 lbs. cover stock.
2. **File requirements:** 300 dpi. minimum. All screen fonts, all printer fonts. Support materials must include a printout of media directory, color comp of electronic files, a contact person for electronic files, and all colors set for 4-color process.
3. **Composition set for advertisements:** Close 1st of month preceding publication.
4. **Reproduction requirements:** Printed by offset lithography. Furnish electronic file. Contact Patricia Lien , Advertising Manager, for software applications. Any other format will require conversion. Additional services for converting artwork, photos, transparencies, color separation, and typesetting will be invoiced separately by the *Northwest Dentistry* production facility.
5. **Bleed pages:** *Image size* - 8 3/4" x 11 1/4" *Trim Size:* 8 1/4" x 10 3/4"
6. **Sizes:**

<u>Page Unit</u>	<u>Vertical Width Depth</u>	<u>Horizontal Width Depth</u>
1 page	7" x 9 3/4"	
2/3 page	4 1/4" x 9 3/4"	7" x 6 1/4"
1/2 page	3 3/8" x 9 3/4"	7" x 4 7/8"
1/3 page	2 1/4" x 9 3/4"	7" x 3"
1/4 page	3 3/8" x 4 7/8"	7" x 2 5/16"
7. **Disposition of artwork, files, etc.** Held for one year after use and then are killed, unless specific instructions are received prior to time allotted for destroying.
8. **Address for insertion orders:** *Northwest Dentistry*, Attn.: Patricia Lien, 1335 Industrial Blvd. , Minneapolis, MN 55413. [pattylien01@gmail.com](mailto:pattylien01@gmail.com) Telephone orders and inquiries: 651/483-0385.