



2018 MEDIA KIT



MINNESOTA
DENTAL
ASSOCIATION

ADVERTISING CONTACT

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NORTHWEST DENTISTRY JOURNAL ADVERTISING OPTIONS

COLOR OPTION	1 TIME	3 TIMES	6 TIMES
<input type="checkbox"/> Full Page	<input type="checkbox"/> \$1,075	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$900
<input type="checkbox"/> Half Page	<input type="checkbox"/> \$725	<input type="checkbox"/> \$675	<input type="checkbox"/> \$600
<input type="checkbox"/> Quarter Page	<input type="checkbox"/> \$425	<input type="checkbox"/> \$400	<input type="checkbox"/> \$350
<input type="checkbox"/> Outside Back Cover			<input type="checkbox"/> \$1,700
<input type="checkbox"/> Inside Back Cover			<input type="checkbox"/> \$1,400
<input type="checkbox"/> Inside Front Cover			<input type="checkbox"/> \$1,500

BLACK & WHITE OPTION	1 TIME	3 TIMES	6 TIMES
<input type="checkbox"/> Full Page	<input type="checkbox"/> \$500	<input type="checkbox"/> \$475	<input type="checkbox"/> \$425
<input type="checkbox"/> Half Page	<input type="checkbox"/> \$350	<input type="checkbox"/> \$325	<input type="checkbox"/> \$300
<input type="checkbox"/> Quarter Page	<input type="checkbox"/> \$225	<input type="checkbox"/> \$200	<input type="checkbox"/> \$175

ISSUE OPTIONS *Artwork is due by the 1st of each odd-numbered month.*

Jan/Feb Mar/Apr May/Jun Jul/Aug Sep/Oct Nov/Dec

NORTHWEST DENTISTRY JOURNAL ADVERTISING ADDITIONS

Preferred Position: + 10% of standard rate Agency Discount: 15% Vendor Discount: 15%
MDA Endorsed Vendor or Star of the North Exhibitor

DIGITAL BANNER ADVERTISING ON MDA WEBSITE

6x Color Contracted 6x B&W Contracted Non-Contracted
 NWD Journal Advertiser NWD Journal Advertiser NWD Journal Advertiser
 FREE/2 months \$50/2 months \$150/2 months

Print classified ads for Northwest Dentistry can be submitted online at mndental.org/about/advertise.

COMMENTS (ex. full page, 3 times, M/J, J/A, S/O 2018)

Total _____ Send invoice to: Advertiser Agency
 Signature _____ Date _____

*By signing this order form, the advertiser, agrees to all terms and conditions under Advertising Standards and Requirements.
 Completed order forms should be sent via email to Stephanie Leclair, MDA Communications Manager, at sleclair@mndental.org.*