SAN FERNANDO VALLEY DENTAL SOCIETY

*A Component of the California and American Dental Associations*

9205 Alabama Ave., Ste B, Chatsworth, CA 91311

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**DENTAL DIMENSIONS**

*The Official quarterly magazine of the San Fernando Valley Dental Society*

**2021 RATE CARD**

**CIRCULATION & FREQUENCY**

Year established: 1967

Circulation: 1600

Frequency: Quarterly

**RATES (COLOR ONLY)\***

Size 1X 2X 4X -

Full Page 1000 950 900

2/3 page 900 875 850

1/2 page 825 800 775

1/3 page 750 725 700

1/4 page 700 675 650

1/6 page 650 625 600

**SPECIAL POSITIONS**

Back Cover ( 4 –Color Only) Add 75%

Inside Covers ( 4 – Color Only) Add 50%

Inserts Call

**ADVERTISING SIZES**

Size Width Height

Full page 7” X 10”

2/3 page 4 3/4 X 10

1/2 page-H 7 X 5

1/2 page-V 3 1/2 X 10

1/3 page-Sq 4 3/4 X 5

1/3 page-V 2 1/4 X 10

¼ page 3 1/2 X 5

1/6 page-V 2 1/4 X 5

1/6 page-H 4 3/4 X 2 ¼

**CLASSIFIED ADVERTISING**

Member Rate: First adv. of 25 words or less per year is free (plus $.50 per word thereafter). After the first adv., $25 for the first 25 words and $.50 per word thereafter

Non-member Rate: $50 for the first 25 words and $1.00 per word thereafter

**PAYMENT TERMS**

1 and 2 time ad frequencies must be prepaid.

4 time frequency must prepay two ads at a time

**2021 CLOSING DATES**

Display and Classified advertising copy is due according to the following schedule:

 Winter Spring Summer Fall

Published: Apr 30 Aug 1 Nov 1

Adv Due Date: Apr 1 June 15 Sept 15

*Space Reservations are due one week prior to Adv due date.*

**PUBLICATION SPECIFICATIONS**

Trim Size: 8 ½’’ X 11”

Number of Columns: 2 & 3

Printing Process: Offset

Binding Method: Saddle Stitched

Ad Specs: All ads must be press ready digital files, preferably in a PDF format with all fonts imbedded. Graphic arts services available for an additional charge.

**EDITORIAL INTEGRITY**

The San Fernando Valley Dental Society and its Editor reserve the right to reject any advertising not deemed appropriate for its professional audience of licensed dentists. All decisions of the Society and its Editor are final.

**EDITORIAL BOARD**

Editor: Shukan Kanuga, DDS 661.388.0499

Executive Director: Curt Thornton 818.576.0116

Sales Coordinator: Wendy Zaslove 818.576.0116

**THE SAN FERNANDO VALLEY DENTAL SOCIETY**

The San Fernando Valley Dental Society (SFVDS) is the region’s professional association of dentists who are also members of the California Dental Association and the American Dental Association. SFVDS members practice within the northernmost borders of Los Angeles County, spanning an approximate area from Agoura in the west, to Glendale to the east, and from the southern-most points of the San Fernando Valley of Sherman Oaks/Burbank to the Santa Clarita and Antelope Valleys (including Lancaster and Palmdale) to the Kern County line in the north.