

**DENTAL DIMENSIONS**

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

 **RATE CARD**

**CIRCULATION & FREQUENCY**

Year established: 1967

Circulation: 1700\*

Frequency: Quarterly

**RATES (COLOR ONLY)\***

Size 1X 2X 4X

Full Page 800 750 700

2/3 page 650 600 550

1/2 page 500 450 400

1/3 page 400 350 300

1/4 page 300 250 200

1/6 page 200 150 100

**SPECIAL POSITIONS**

Back Cover (4–Color Only) Add 50%

Inside Covers (4–Color Only) Add 25%

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**

One and two-time ad frequencies must be prepaid.

Four-time frequency must prepay two ads at a time

**CLOSING DATES**

Display and Classified advertising copy is due on the first of the month preceding publication date according to the following schedule:

 Winter Spring Summer Fall

Mail Date: Feb 1 May 1 Aug 1 Nov 1

Adv Due Date: Dec 21 Mch 23 June 22 Sept 21

**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**

Managing Editor/Executive Director:

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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.