

# TDA Classified Ads

## Instructions, Policies, Terms & Conditions

*TDA Classified Ads are one of the most effective, low-cost, and popular resources for buying/selling practices, hiring dentists for your team, advertising your services or selling equipment. Before submitting your classified ad, you must read these Instructions, Policies, Terms and Conditions. **You are responsible for knowing, agreeing to, and abiding by this information as you choose to enter into this transaction.***

### **1. CLASSIFIED ADS—WHAT THEY ARE, AND ARE NOT:**

Classified ads are text-only ads that are used for purposes such as selling a practice, hiring an associate, selling dental office space or dental equipment, or offering interim services. Ads for general services of a company are not appropriate as classified ads and are only accepted as display ads ( [click here for our display ad Media Kit](#)).

### **2. WHERE ADS ARE PLACED:**

Classified ads can be placed in print in the Advertising Briefs section of TDA's monthly science magazine, the Texas Dental Journal), online on our website here, or both. (Please note: Even if your ad is online only, the deadlines for submission and cancellation are the same. The deadlines apply to both print and online ads.)

### **3. RESPONSIBILITY FOR PAYMENT:**

- Full payment is required for each month that your ad runs (except in the rare case that your ad is run due to a TDA error).
- If payment is not received, TDA reserves the right to discontinue publication of the ad, and pursue money owed, up to and including, reporting to collections.
- If TDA is not able to charge your card (i.e. declined, expired, etc.), you must provide your updated credit card information ASAP to pay for outstanding balances.

### **4. BILLING CYCLES:**

- Billing for classified ads (both online and printed) is typically done when that month's issue of the Texas Dental Journal is published. The Journal is published at varying times based on the availability of scientific content, which means that each month's billing may not take place until mid-month, late in the month, or even early in the next month.
- For example, April billing may not take place until late April or early May. If you cancel your ad February 25, your ad still runs through April and you are still responsible for paying for it, even if the April billing may not take place until late April or early May.

### **5. MONTHLY CREDIT CARD PROCESSING:**

- When TDA processes ads and charges your credit card, each charge is tied to a specific advertisement, a specific month, and a corresponding, individual invoice number. In other words, if your ad runs for 7 months (for example), you are billed every month for a total of 7 months—no more, no fewer.
- If you suspect you may have been billed for too many months, please review these guidelines and

FAQ section to see if your question can be explained by our billing cycles. TDA can provide invoices confirming the specific ads and dates of all charges, upon request.

## **6. PRICING:**

- Print Ad in Texas Dental Journal:

ADA/TDA Members: \$60 for the first 30 words. \$0.10 each additional word.

Non-ADA/TDA Members: \$100 for the first 30 words. \$0.10 each additional word.

- Online Ad at TDA.org:

\$40 per ad, regardless of ADA/TDA membership status or word count.

- Online Immediate Placement Fee (within one business day): \$60

## **7. MONTHLY TURNOVER:**

Online ads, like print ads, are refreshed on a monthly basis. The month's classified ads are usually added on the first business day of each month.

## **8. SUBMISSION DEADLINE:**

***The rolling, monthly deadline is the 20th of the month, 2 months prior.*** This applies to both print and online classified ads. The deadlines are the same, even if your ad is online only.

## **9. IMMEDIATE ONLINE PLACEMENT OPTION:**

When you select "Immediate Placement" for the online ad, TDA staff will make every effort to post your ad online within 1 business day.

Please note: If you choose "Place Ad Online Immediately," and select "Run Once," the ad will only run for the duration of that month. For example, if you choose "Place Ad Online Immediately" on the 22nd of the month, and choose "Run Once," your ad will only be up for approximately 1 week. If you want it to run after that month, you need to select "Run Monthly," or "Run Consecutively" and the number of months you would like it to run.

## **10. CANCELLATION DEADLINE:**

***The rolling monthly deadline for cancellation is also the 20th of the month, 2 months out.***

Cancellations must be made in writing by emailing [nscott@tda.org](mailto:nscott@tda.org). Be sure to clearly state your intent to cancel. The cancellation deadline is the same for both online and classified ads. This applies even if your ad is online-only.

## **11. POTENTIAL FOR EARLY PLACEMENT:**

In some cases, TDA may be able to place your ad earlier than the stated monthly deadline, based on production times. For instance, if you place your ad after July 20th, there may still be a chance that TDA can run your ad online and/or in print before September, if TDA's production times allow it. If this option is available, TDA will use it and run your ad earlier for you, at no extra charge except for the usual monthly rate. This cannot be ordered or requested by advertisers, cannot be guaranteed by TDA, and is only available at TDA's discretion, when production times allow.

## **11. SUBJECT TO REVIEW:**

This is not an automated posting system. When you enter your payment information and submit your ad, it does not go through automatically. Your ad and your payment are carefully processed by TDA staff members.

## **12. FORMATTING AND CONTENT:**

- All Practice Opportunity and Office Space ads must begin with a location (such as a city, area, or region of the state). For example, "San Antonio," "Panhandle," or "Northeast Texas."
- Ads must follow a format similar to this example: "AUSTIN, TX: Dental practice located in a great area looking for (associate, buyer, etc.) Revenue in the low-to-mid six figures. Great opportunity for the right dentist. Please call 555-555-5555 or email example@example.com for more details."
- The body of your classified ad MUST include contact information for interested parties to respond. Otherwise, they will not know how to contact you.

## **13. SPECIFIC PRACTICES:**

- Practice Opportunity and Office Space ads must refer to one or more specific dental practices and/or properties.

## **14. NO SPECIFIC INCOMES:**

By official TDA resolution, classified ads may not quote specific incomes or revenues. Incomes or revenues must be made general. For example, "\$315,000" must be changed to "low-to-mid 6 figures."

## **15. HOW TO SUBMIT:**

Fill out the Order Form to place your ad (available at the bottom of this page). Please note: Contact information in the form is for billing and questions regarding the ad (for us to contact you). Along with valid payment information, contact information is required. The only contact information that appears in your ad is the information you choose to put in your ad. The zip code you enter must match the credit card you are using to pay.

## **16. TDA'S RIGHT TO EDIT:**

TDA reserves the right to edit all classified ads for style, clarity, compliance with guidelines, punctuation, spelling, and/or any other editorial needs.

## **19. ADS MAY BE REJECTED:**

TDA reserves the right to reject classified ads (for example: the ad is improperly formatted; the ad is for the general services of a company rather than for a specific opportunity).

## **19. EDITING EXISTING ADS:**

If you want to edit your classified ad, any edits you request after submission: 1) must not change the word count of the ad you already submitted, and 2) must be submitted in writing to TDA as soon as possible before the next deadline. It may not always be possible to edit an existing ad.

## **20. REMOVING EXISTING ADS:**

If you have cancelled your classified ad, it will be taken out of online and/or print circulation based on when you submitted your cancellation. Alternately, if you selected "Run Consecutively," it will be taken down after the number of months you specified. TDA can only stop your ad from running if you cancel it by the deadline, or if the consecutive number of months you ordered is finished.

## **22. NO GUARANTEED OUTCOMES:**

TDA does not guarantee any kind of outcome from any advertisement.

## Terms and Conditions for Placing a TDA Classified Ad:

By placing your ad, you agree:

- That you have read, understand, and agree to the “Instructions and Policies” section above;
- To pay the actual amount of your ad (as per the ad pricing listed on this page and in the Texas Dental Journal);
- That you have included accurate contact information for TDA to contact you. If your contact information is not valid, your ad will not be placed;
- That you understand billing for your classified ad, and agree for your credit card to be charged in accordance with the stated policies and billing, submission, and/or cancellation cycles;
- That you are the person responsible for the ad being placed, and that you are qualified by your employer, organization, and/or company to place this ad;
- That, if you are placing this ad on behalf of an employer, organization, and/or company, that they also understand and agree to these Guidelines, Terms and Conditions, and Frequently Asked Questions;
- That, if you are placing this ad on behalf of an employer, organization, and/or company, that they also understand and agree to these Terms and Conditions, and the “Instructions and Policies” section above;
- That you understand and agree to any and all Terms of Use of the TDA website, as listed here; and that if you are placing the ad on behalf of a company or employer, that your employer also understands and agrees to any and all Terms of Use of the TDA website.

Before submitting an ad, please review the infographic on the next page to help understand how our deadlines and billing cycles work. Please note: the same deadlines and billing cycles apply to both online and print classified ads, even if your ad is online-only.

If you have questions about billing cycles, or when/why you have been billed, please refer back to this page, or contact TDA Managing Editor Nicole Scott at [nscott@tda.org](mailto:nscott@tda.org) or 512-443-3675 ext 131.

### ***Ready to place your ad?***

Please return to the Classified Ads page where you downloaded this document. To submit your ad, you must acknowledge that you understand and agree to the Information, Policies, Terms, and Conditions stated above.

# An EXAMPLE of how TDA CLASSIFIED ADS work

Dr Jane Dentist wants to place a TDA classified ad. She learns that:



- There's a monthly deadline of the 20th, 2 months prior
- Billing happens when the *Texas Dental Journal* comes out

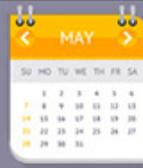


## MARCH:

She submits her ad via [tda.org](http://tda.org) on March 18th. Just in time for the March 20th deadline!

She chooses "Print *and* Online."

*(For this example, it's March, but it works the same in any month.)*



## MAY:

Her ad runs in the *Texas Dental Journal* and on [tda.org](http://tda.org) in May.

Her credit card is billed for May on May 22nd. *(Just an example. Billing date varies each month.)*



## JUNE:

Her ad runs in the *Journal* and online again.

She is billed for June on July 2nd. *(Again, just an example. Billing can even occur in the next month.)*



## JULY:

Her ad runs again. She is billed on July 26th.

On July 28th, she finds the right associate. (Or the right practice buyer.)\*

On July 29th, she emails TDA to cancel her ad.

*\*No outcome of any ad is guaranteed by TDA.*



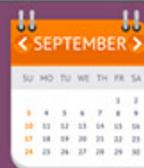
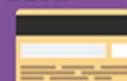
## AUGUST:

Because she cancelled after July 20, the ad runs again in

August.

She may still get calls, even though the ad has already done its job.

She is billed on August 21st.



## SEPTEMBER:

Because she cancelled by August 20, this is the final month her ad runs.

Calls might still come in about the ad.

She is billed for the last time on September 29th.



## OCTOBER ONWARD:

The ad is no longer running--and she is no longer being billed.

Another successful TDA classified ad!\*\*

*\*\*TDA is unable to guarantee any outcome of any advertisement.*



**CONFUSED?** *Just remember:* There's a rolling, monthly deadline for submission and cancellation: the 20th of the month, 2 months prior. And monthly billing occurs when the *Texas Dental Journal* comes out, which varies--and may be late in the month, or even into the next month.

*Don't think a **CLASSIFIED AD** is for you? We get it. They may not be the best for everyone.*

Only submit a classified ad if you have read the terms, and feel it is right for you.



**PLEASE NOTE:** Deadlines for submission and cancellation are the same for online and print ads. Even if your ad is online-only, the same deadlines apply.