

INSERTION ORDER 2023

ADVERTISER: _____

ADDRESS line 1: _____

ADDRESS line 2: _____

CONTACT PERSON: _____

PHONE: _____ Email: _____

PLEASE RUN OUR DISPLAY AD IN (check below):

New York State Dental Journal

JANUARY- Print _____
 MARCH - Print _____
 APRIL - Digital* _____
 JUNE/JULY - Print _____
 AUG/SEPT - Digital* _____
 NOVEMBER - Digital* _____

NYSDA News (Digital pub on NYSDA website)

FEBRUARY* _____
 MAY* _____
 OCTOBER* _____
 DECEMBER* _____

(Only full- and half-page horizontal ads accepted)

• AD SIZE NYSDJ (circle below):

Full-Page ½ page ¼ page

• AD SIZE NYSDA NEWS (circle below):

Full-Page ½ page

**Digital editions of NYSDJ & NYSDA News go direct to NYSDA website in page-flip format. Ads in digital editions include 30-day banner ad on nysdental.org.*

Full-page & ½ page ads = Leaderboard banner ad (728 x 90 pixels)

Quarter page ads = Rectangle banner ad (180 x 150 pixels)

All print ads run 4-color with link to advertiser website in digital version on our website.

Website Banner ads

(\$900/month; 15% discount for 3 or more)

E-News Email Newsletter Ads

(\$1,000; discounts available for bundled purchases)

Mark "W" or "E" next each month you wish to reserve

JANUARY _____	FEBRUARY _____	MARCH _____	APRIL _____
MAY _____	JUNE _____	JULY _____	AUGUST _____
SEPTEMBER _____	OCTOBER _____	NOVEMBER _____	DECEMBER _____

URL for ad link: _____

AUTHORIZED SIGNATURE: _____

RETURN TO:

Jeanne Deguire, Advertising Manager • E: jdeguire@nysdental.org • (518) 465-0044