

RATES & DATA

Display Ad Rates & 4 color

Page	1X	3X	6X	10X
Full	\$1,873	\$1,670	\$1,303	\$1,169
Half	939	889	735	699
Third	732	689	589	508
Quarter	648	589	505	470
Sixth	579	505	480	409

Cover Rates

	1X	3X	6X	10X
Cover II	\$2757	\$2651	\$2569	\$2405
Cover III	2632	2564	2444	2348
Cover IV	2948	2789	2698	2588

There is a 15% charge for requested positions, excluding covers.
\$55 layout charge (min.).

Display Advertising Unit Sizes

	Width	x	Height
Full Page	7 1/2		9 3/4
Half-Horizontal	7 1/2		4 3/4
Half-Vertical	3 5/8		9 3/4
Island-Half	4 3/4		7 1/2
Third-Vertical	2 3/8		9 3/4
Third-Square	4 5/8		4 1/2
Quarter	3 5/8		4 3/4
Sixth	2 3/8		4 3/4

2019

Display Advertising Deadlines

Issue/ Publication	Insertion Orders Due	Display Ad Due
January <i>Journal</i>	November 25	December 9
February <i>News</i>	December 30	January 6
March <i>Journal</i>	January 27	February 10
April <i>Journal</i>	February 24	March 10
May <i>News</i>	March 24	April 14
June/July <i>Journal</i>	May 5	May 26
August/September <i>Journal</i>	July 14	July 28
October <i>News</i>	August 25	September 15
November <i>Journal</i>	September 29	October 13
December <i>News</i>	November 3	November 17



Display Art Requirements

Preferred format: High resolution .pdf

NYSDJ display ads appear in NYSDJ Digital Edition on NYSDA website and include live link to advertiser website.

Advertising commissions

- 15% to recognized agencies; net 30 days.
Invoiced date of issue.
- 15% professional discount to dental societies.

Classified Advertising Rates

Print and Web

- Print plus web: \$60 for 45 words or less; 75 cents each additional word. Includes 30-day posting on NYSDental.org.
- Web Only: \$40.00 for 30-day listing of 45 words or less; \$80 for 100 words or less. Logo or image in web posting: \$40 additional. Must be .jpeg; 285 pixels wide.

Blind Box Replies

\$10 additional charge per issue for *NYSDJ* Box Number.

Classified Box Display

All ads run 14 picas wide. Minimum depth one inch: \$100.
Each additional 1/2 inch: \$40.

Mailing Instructions

Send all advertising inquiries, insertion orders and advertising materials to:

The New York State Dental Journal
Attention: Advertising Manager
Email: jdeguire@nysdental.org
20 Corporate Woods, Suite 602
Albany, NY 12211

For more information

(518) 465-0044 or FAX (518) 465-3219

www.nysdental.org