

JOURNAL OF THE LOUISIANA DENTAL ASSOCIATION

Rates and Data

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BASIC PER ISSUE RATES

	2-Color	4-Color	
1 page	\$500	\$700	<i>(Camera-ready art provided by advertiser.)</i>
1/2 page	\$300	\$400	
1/4 page	\$175	\$250	

*Digital Formats: Quark Express, Adobe Illustrator, Adobe PageMaker,
Adobe PhotoShop, and PDF.*

PREMIUM PER ISSUE AD CHARGES

SPECIAL POSITION	Inside front cover (<i>full page only</i>)	\$800
	Inside back cover (<i>full page only</i>)	\$800
	Outside back cover (<i>full page, 4-color only—color separation negatives furnished by advertiser</i>)	\$1,000
<i>Add to above basic rates:</i>	Two-page spread	\$125
	Centerfold position	\$250
	Forward placement	\$40
INSERT	Single sheet (<i>Furnished by advertiser</i>)	\$400
SPECIAL RATES	Insertion order for 4 or more consecutive issues are given a 10% reduction per issue as a "permanent" advertiser.	
BLEEDS	No additional charge	

CLASSIFIED RATES

(must be prepaid)

UP TO 30 WORDS	Members	\$30
	Non-LDA Members	\$50
EACH ADDITIONAL WORD	Members	\$0.15
	Non-LDA Members	\$0.30

(Classified rates are based on ads being published in one issue of the LDA Journal, as well as the added value of instantly placing the ad for three months on the LDA Web site. Make checks payable to the Journal of the Louisiana Dental Association. Payment is required in advance and classified ads will be placed on the web site on the next possible business day after payment is received.)

COMMISSION AND CASH DISCOUNT	15%; no cash discount
MECHANICAL REQUIREMENTS	Trim size: 8.5" x 11"; No. of columns - 2 Printing process: offset Binding method: saddle stitch Halftones: 100-133 line screen
DIMENSIONS - AD PAGE	1 Page: 7.5" x 10" 1/2 Page: 7.5" x 4.75" Back Cover: 8.5" x 9.25" (1/8" bleed)
CLOSING DATES	Display Ads: First day of month prior to month of publication Classified Ads: 12 th day of month prior to month of publication
CIRCULATION	Established in 1943; circulation: 1,800 Yr. Sub: Members: \$15; Non-members: \$30; Foreign: \$65 Single Copy Price: Members: \$4; Non-members: \$7; Foreign: \$10
CANCELLATION/REFUND POLICY	All cancellations must be received in writing. Ads: Full refund on cancellations received before the closing date; Credit (less 20%) issued for cancellations received after closing date. Subscriptions: balance of canceled subscription will be refunded; cancellations received within 45 days of issue publication date become effective following the delivery of that issue.

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