



# The Dental Assistant

Journal of the American Dental Assistants Association

**Publisher: American Dental Assistants Association**

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## ADVERTISING RATE CARD #41

EFFECTIVE: JANUARY 2010

**ISSUANCE:** Frequency: Six times per year  
Issue Date: First week of first month

**ESTABLISHED:** 1931

**ORGANIZATIONAL AFFILIATION:**

American Dental Assistants Association (ADAA)

**EDITORIAL CONTENT:**

*The Dental Assistant* has as its objective the continuing education of the working dental assistant in various phases of dentistry. Each issue contains technical and theoretical articles specifically written for and directed to the assistant within the areas of chairside or clinical assisting, business administration for the practice, and education.

**EDITORIAL ADVERTISING RATIO:**

A maximum of 70/30 will be maintained.

**PLACEMENT POLICY FOR ADVERTISING:** Interspersed.

### CIRCULATION

**GUARANTEED CIRCULATION:** 14,500

**CIRCULATION VERIFICATION:** Sworn Statement

**COVERAGE AND MARKET:** A paid circulation of over 14,500 dental assistants in the United States, including U.S. Army and Air Force personnel, and others interested in the profession of dental assisting.

### RATES:

**FREQUENCY DISCOUNTS**

	<u>1X</u>	<u>3X</u>	<u>6X</u>
1 Page	\$1,200	\$1,175	\$1,085
2/3 Page	950	940	905
1/2 Page	835	810	770
1/3 Page	775	765	725
1/4 Page	635	625	585

**EARNED RATES:** Based upon accumulated space used in a 12-month period in *The Dental Assistant Journal*. Upon request, parent company and subsidiaries are combined for accounting of earned rate.

**COLOR:** Standard color (AAAA red, blue, green, yellow, orange)  
rate per page: \$400  
Matched color rate per page: \$500  
3- and 4-color rate per page: \$900

All rates are based on camera-ready artwork.

Any work needed will be charged at cost plus 15%.

**BLEED RATES:** No charge.

**INSERTS:** 2X earned black and white rate.

Business reply cards: 1 1/2 earned black and white rates. Rates will be quoted upon request for larger and unusual inserts.

**COVERS & SPECIAL POSITIONS**

2nd Cover (non-cancelable):

3rd Cover (non-cancelable):

4th Cover (non-cancelable):

Special position: Rates upon request for unusual positioning.

**OVER SPACE RATES**

plus 30%

plus 20%

plus 50%

**TERMS:** 15% commission on insertions and color to recognized advertising agencies. All payments due 30 days after invoice. Advertisers will be short rated if they do not use the number of insertions quoted in their contract. All ad contracts run by calendar year.

### CLOSING DATES

	<u>SPACE RESERVATION</u>	<u>ART DUE</u>
January/February	Nov. 21	Dec. 8
March/April	Jan. 23	Feb. 6
May/June	Mar. 27	Apr. 10
July/August	May 22	June 8
September/October	July 24	Aug. 7
November/December	Sept. 25	Oct. 8

### MECHANICAL DATA

<u>UNIT SIZES</u>	<u>WIDTH</u>	<u>DEPTH</u>
1 Page	7"	10"
2/3 Page	4 5/8"	10"
1/2 Page (H)	7"	4 7/8"
1/2 Page (isl)	4 5/8"	7 1/8"
1/3 Page (v)	2 1/4"	10"
1/4 Page	3 3/8"	4 7/8"
Bleed	8 5/8"	11 1/8"
Trim Size	8 3/8"	10 7/8"
2-Page Spread	17"	11 1/8"

### DIGITAL ADVERTISING SPECIFICATIONS

*The Dental Assistant* uses a computer-to-plate workflow, a film-free process. We support Mac and PC-based applications.

**MEDIA ACCEPTED:** Preferred format is CD or DVD, although depending on the file size, it may be acceptable to e-mail a print-quality PDF/X-1a compliant file as an attachment. FTP is also available (please ask for FTP site instructions).

**APPLICATIONS SUPPORTED:** *INDESIGN*, *PHOTOSHOP*, *ILLUSTRATOR* (*Creative Suite 3 or previous*). We may be able to accept other applications that are not listed (please call printer to verify). Please include all supporting graphic files and fonts with your documents.

We accept and encourage locked file formats such as EPS, Postscript or PDF; however, you must supply a test for verification and files must be high-resolution/print quality files.

**PROOFS:** A color or black and white digital proof must accompany your files. If you are furnishing a proof that we must color match, the proof must be an industry acceptable "contract proof." Acceptable digital contract proofs include: Fuji Final Proof, Fuji Pictro Proof, Kodak Approval or Digital Matchprint. (Other proofs may be acceptable, please call printer to verify.) If an acceptable color proof is not available and a color match is required we can provide you with an acceptable color proof for approval, please furnish a written request with instructions for proofing.

<u>TYPE OF BINDING</u>	<u>PAPER</u>	<u>SCREEN</u>
Saddlewire	50lb. gloss	150

Insert requirements: Ask Manager of Advertising Sales or Managing Editor.

**CONDITIONS:** Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher. The publisher holds the right to reject any advertisement, and will not be bound by any conditions on copy instructions when they conflict with those in the rate card.

First time advertisers are requested to remit a 50% payment toward their advertising rate when material for their ad is sent to our Chicago office. Upon completion of two insertions, this requirement will be eliminated.

The advertiser and the agency will indemnify and hold harmless the publisher, its officers and agents against all expenses and losses resulting from the publication of the contents of the advertisement, including claims for libel, violation of privacy, copyright infringement or plagiarism.

The publisher shall not be liable for any failure to print, publish or circulate all or any portion of any issue due to acts of God, acts of government, acts of suppliers, acts of the U.S. Postal Service, strikes, or other circumstances beyond the publisher's control.

# Dental ASSISTANT

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## CONTACTS

Printing Material, contracts, insertion orders, CDs, publication set copy, offset materials, color proofs, progressives and other instructions should be sent to:

**The Dental Assistant**  
(Stipulate issue)  
Attn: Editor  
35 E. Wacker Drive, Suite 1730  
Chicago, IL 60601-2211  
Fax: (312) 541-1496

Forward **INSERTS** to:

**The Dental Assistant**  
(Stipulate issue and quantity of inserts)  
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## PROFILE OF A DENTAL PROFESSIONAL

### Look At Who Orders Supplies

78% of the dental assistant readers/members responding to our survey order the supplies for their practice and 54% **determine** which supplier is chosen.

Get to know the person making the decision and placing the order. Get to know readers of **The Dental Assistant**.

**The Dental Assistant** is the best way to get to know these professionals. Look at the facts:

- 96% of those answering our survey said they read the Journal ... 74% read more than half, with 41% reading it entirely!
- And there's pass-along readership, too. 47% pass it on and 3 times out of 4 it's to another assistant. More decision-makers reading your message.
- 90% of our readers/members find articles "useful" or "very useful." Let's face it, since they read **The Dental Assistant** this faithfully and fully, they'll read your ad, too!

### Reach the Specialist

ADA research shows that **most specialists don't employ hygienists, but do employ chairside and business assistants**. More targeted decision-makers and buyers for your advertising dollar.

### Demographic Information

Our reader/member has been in dentistry for 10 years median and been with the American Dental Assistants Association about the same number of years. He or she works in a practice with 3 dentists, 2 hygienists and 4 other assistants.

The civilian member/reader is usually female.

What's their most important work? A full 64% perform chairside functions only, while the next largest category of assistants — 35% — works with office management. Others are involved with education and hygiene, sales, insurance and other activities.

In terms of chairside duties, our readers/members work as follows:

<b>91%</b> Sterilization/Disinfection	<b>71%</b> Oral Hygiene Instruction	<b>64%</b> Ordering Supplies
<b>87%</b> Mixing/Preparing Materials	<b>87%</b> Radiography	<b>66%</b> Select Supplier

Meet the people who make dental assisting a profession:  
our readers/members, the decision-making buyers you want to know.