



## 2023 ADVERTISING RATES

The IAGD newsletter is published three times annually: April, September, and November. **Our April issue is mailed to all dentists in the state of Iowa, which is over 1,900.** This publication provides the general dentists in the state with current information on the issues important on a local, state and national level.

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### Display Advertising

The IAGD is pleased to offer you a great way to reach out to the general dentists in Iowa. We welcome advertising as a way to inform members about products and services for the practice of dentistry. Advertising must be truthful, tasteful and intended to provide useful information. All advertising submitted to the IAGD is subject to approval. No cancellations accepted after the 25<sup>th</sup> of the month prior to publication.

### Display Ad Rates

The IAGD advertising rates include an ad in each of the 3 (three) publications. **The rate is a yearly fee.** You would need to supply artwork/ad by the deadlines listed below). Depending on the size of the ad you wish to run will determine the cost. **All ads need to be in Black and White only.**

Size	B & W	Size
Half	\$600	7.5" x 4.875"
Quarter	\$400	4.9375" x 4.875"
1/8	\$200	2.375" x 4.875"
Sponsor Box	\$150	Line Listing

Rates effective through December 2016. Rates will not increase for 2017.

### Display Advertising Deadlines

Issue	Ad Due	Mails
April	March 1 <sup>st</sup>	by April 15 <sup>th</sup>
September	August 1 <sup>st</sup>	by September 15 <sup>th</sup>
November	October 15 <sup>th</sup>	by November 15 <sup>th</sup>

### Design Specs

All artwork/ads must be camera ready. Press ready PDF files are preferred. Microsoft Word or Photoshop are acceptable. When creating PDF files, please embed all fonts and graphics. A printout must accompany all Word or Photoshop files.

If you can not supply your own ad and would like us to design an ad for you, please contact us. We have a professional design service we can refer you to.



**Iowa Academy of General Dentistry**  
2023 Display Advertisement Contract/Placement Order  
(due February 1, 2023)

Payment for display ads, along with this signed contract must be received prior to the publication.

**Contact Information:**

Company Name: \_\_\_\_\_  
Contact Person: \_\_\_\_\_  
Address: \_\_\_\_\_  
City, State, Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email: \_\_\_\_\_

Signature: \_\_\_\_\_  
Date: \_\_\_\_\_

**Payment Terms:**

Ad size: \_\_\_\_\_  
Ad rate: \_\_\_\_\_  
Total due: \_\_\_\_\_

Please email or mail payment and Contract  
to: Iowa Academy of General Dentistry  
2244 Stockwell Street  
Lincoln, NE 68502  
402.438.2321 (phone)

**Payment Type:**

Check (enclosed)  Credit Card

Credit card type:  Visa  Mastercard  Discover  American Express

Name on Card: \_\_\_\_\_  
Credit Card #: \_\_\_\_\_  
Expiration Date: \_\_\_\_\_  
Billing Address and Zip Code: \_\_\_\_\_

3 digit code: \_\_\_\_\_ Billing address phone # \_\_\_\_\_

**For more information contact:**  
**Julie Berger, Executive Director**  
2244 Stockwell Street, Lincoln, NE 68502  
402.438.2321 (phone)  
[julieberger50@gmail.com](mailto:julieberger50@gmail.com) (email)