



A Tradition of Integrity and Care

DCDS Connection

The official publication of Dallas County Dental Society

2010 Advertising Guidelines

Advertising Information

DCDS Connection is the official publication of Dallas County Dental Society. Its circulation of more than 1,400 includes all member dentists, several surrounding dental societies and Baylor College of Dentistry. This full-color publication provides an excellent way to target dental professionals in the DFW Metroplex and surrounding districts.

Publication Frequency

DCDS Connection is published bimonthly, for a total of six issues per year:

January/February

Deadline: 12/1/09

March/April

Deadline: 2/15/10

May/June

Deadline: 4/15/10

July/August

Deadline: 6/11/10

September/October

Deadline: 8/15/10

November/December

Deadline: 10/15/10

DCDS Connection aims to always reach readers by the first week of the publication month.

Submissions must be received by the stated deadline in order to be included.



Submission Guidelines

Advertisements will be accepted from reputable firms or individuals on a space-available basis. All advertising submissions must comply with the *DCDS Connection Advertising Standards*.

Display advertisements must be four-color, non-bleed, accompanied by a completed contract and submitted electronically (e-mail, CD or USB drive). Preferred file formats are PDF, TIFF, JPEG, or EPS. Acceptable formats are Microsoft Publisher, Adobe Photoshop, Illustrator or InDesign (CS2 or higher), however, all linked images must be included. Advertisements submitted in any other formats will not be included in the publication. Ads must be designed in their entirety; *DCDS Connection* will not provide design services. Display ads must conform to the size restrictions below.

Classified advertisements must conform to the word count restrictions below. Please check your ad for spelling, punctuation, grammar, etc.; DCDS will not edit submitted ads. Payment in advance is required for placement of the first ad. All subsequent ads will be automatically billed unless otherwise instructed.

No commissions or discounts for third parties. Ad rates are net.

DISPLAY AD	(W x H / INCHES)	1X RATE	3X RATE	6X RATE
1/2 Page Horizontal	8.0" x 4.75"	370.00	340.00	325.00
1/4 Page	3.875" x 4.75"	210.00	190.00	170.00
CLASSIFIED AD		1X RATE	3X RATE	6X RATE
Under 40 Words DCDS Member		25.00	23.00	21.00
Under 40 Words Non-Member		45.00	40.00	38.00
40-60 Words DCDS Member		45.00	40.00	38.00
40-60 Words NON-Member		85.00	75.00	70.00
Over 60 Words DCDS Member		85.00	75.00	70.00
Over 60 Words NON-Member		165.00	145.00	135.00

Please send all advertising inquiries, submissions and correspondence to marissa@dcds.org or fax to 972-233-8636.

DCDS Connection **2010 Advertising Contract**

I hereby agree to place an advertisement in DCDS CONNECTION, the official publication of the Dallas County Dental Society for _____ issues at the rate of \$ _____ per issue.

No agency commissions or discounts. Ad rates are net. All advertising rates are subject to change without notice.

Individual, Company or Advertising Agency

Contact Name

Street, City, State, Zip

Phone _____ Fax _____ Cell _____

E-mail _____

AD SCHEDULE

Please reserve advertising space for the above party in the following issue(s) of DCDS CONNECTION.

JAN/FEB 10 MAR/APR 10 MAY/JUN 10 JUL/AUG 10 SEPT/OCT 10 NOV/DEC 10
 JAN/FEB 11 MAR/APR 11 MAY/JUN 11 JUL/AUG 11 SEPT/OCT 11 NOV/DEC 11

____ DISPLAY AD (See ad specifications on rate sheet.) AD SIZE _____
Instructions: _____

____ CLASSIFIED AD (Send electronic copy to marissa@dcds.org or attach ad copy to this form)
Ad category: _____ Instructions: _____

THIS AGREEMENT MUST BE ACCOMPANIED BY PAYMENT IN ADVANCE FOR THE INITIAL ADVERTISEMENT. Any additional ads will be invoiced to the Advertiser at the time of printing, payable upon receipt, unless otherwise notified. Any discounts due will be deducted when invoiced.

PAYMENT METHOD

\$ _____ which represents payment for advertising in *DCDS Connection* is enclosed.

Check # _____ Mastercard Visa American Express

Account # _____ Exp. Date _____

- Please automatically bill my credit card for subsequent ad placements.
- Please send an invoice for subsequent ad placements.

PRINT NAME _____
Your signature indicates your approval for charges to your credit card account.

SIGNATURE _____ Date _____

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ADVERTISING STANDARDS FOR “DCDS CONNECTION”

Revised August 2008

As the official magazine for the Dallas County Dental Society (DCDS), *DCDS Connection* is committed to ethical and honest advertising to

- promote the art and science of ethical, contemporary dentistry.
- improve the benefits and safety of patient care.
- keep member dentists informed of opportunities and advances in the dental profession.

In keeping with those goals, the DCDS adopts the following policies regarding acceptance and publication of advertising in *DCDS Connection*:

- Advertising space in *DCDS Connection* should not displace nor interfere with the primary purpose of the publication or prevent timely publication of any professional news or information that is important to the membership.
- Advertising will only be accepted for products whose safety, efficacy and therapeutic value have been reasonably supported by scientific evidence, historical practice and/or have been awarded acceptance by the American Dental Association.
- Advertising for services to members will only be available to firms that have reasonably demonstrated that they are ethical, reputable and honest in dealing with their clients.
- Advertising of questionable taste and/or false, deceptive, undignified or misleading content will not be accepted.
- Public Service advertisements will be accepted on a space-available basis at the discretion of the Editor or Executive Director.
- All paid or unpaid political advertising must be pre-approved by the Board of Directors before being accepted for publication.
- The Executive Director will determine submission guidelines, deadlines, and advertising rates and assure proper payment is made prior to the publication of an advertisement.

Acceptance of all advertising in *DCDS Connection* or other publications is conditional and the Editor and Executive Director of the DCDS have, at any time, the authority, as representatives of the Board of Directors, to deny or terminate advertising access to any advertiser whose services or products do not meet the DCDS advertising standards, refunding any unused portion of any advance payment.

General Advertisement Standards

1. The DCDS will not accept any advertisement that conflicts with the American Dental Association’s Principles of Ethics, Code of Professional Conduct, or Constitution and By-Laws, nor similar documents of its component organizations (TDA, DCDS).
2. All advertisements will be clearly identified as such in the publication and remain clearly separated from news and information items, so there is no confusion about the item’s true nature as an advertisement.
3. The identity of the advertiser and product(s) or service(s) offered in the advertisement will be clearly identified within the body of the advertisement
4. When references from the medical, dental, or scientific literature are used in advertisements, supporting any claims made, they should be truthfully cited and be a fair representation of the total body of published scientific evidence.
5. Comparisons to a competitor’s product or service in advertisements should be made in a manner that is not false, misleading, unethical, undignified or inaccurate, and upon request from the DCDS should be supportable by appropriate data or evidence.
6. Educational courses that are advertised must be recognized by certifying agencies, such as the American Dental Association, Academy of General Dentistry, or other Texas State Board of Dental Examiners-recognized accreditation agencies. Advertisements for courses that teach or promote products or techniques that are not supported by a reasonable body of published scientific evidence or have been the subject of cautionary announcements by the American Dental Association or any of its components will not be accepted.
7. All advertisements for continuing education courses will state the name of the sponsoring organization, and the number and type of dental continuing education credit hours that will be granted upon completion of the course, if any; Any course not eligible for the award of recognized dental continuing education credits will contain a statement attesting to that fact.
8. Acceptance of advertising of nonprofessional products or services, not directly or indirectly related to health care and/or dentistry, will be determined on a case-by-case basis by the Executive Director and/or Editor.
9. Advertisements for alcoholic beverages or tobacco products will not be accepted.
10. Advertisements will not contain any offensive or indecent language or materials.
11. Advertisements will not be accepted from any company that has been sanctioned for any manner of discrimination, unethical practices, or illegal or unsafe practices.
12. Only Classified Advertising that pertains to professional equipment, employment opportunities, practice opportunities, professional real estate, or other professionally-related matters will be accepted. Personal advertising (e.g. household property, homes, cars, etc.) generally will not be accepted.
13. Acceptance of advertising by the DCDS will not be construed as a guarantee of an advertiser’s compliance with any laws or regulations governing the production, marketing, or sales of its products or services; Acceptance of advertising by the DCDS will not be construed as an endorsement, approval or warranty of the advertised products or services. The Society does not endorse or guarantee any offers or statements made in the Classified Advertising section.