

# Dallas County Dental Society 2022 Advertising Guidelines



DCDS is committed to ethical and honest advertising. 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. When advertising, please read our full standards that must be adhered to at <https://www.dcds.org/dcds-advertising-standards>.

## DCDS CONNECTION: DISPLAY ADS

DCDS Connection is the official publication of Dallas County Dental Society. Its circulation of approximately 1,300 includes all member dentists, several surrounding dental societies and Texas A&M University College of Dentistry. It is also stored and always available on our website for DCDS members. This full-color interactive online publication provides an excellent way to target dental professionals in the DFW Metroplex. **One link to your website is included in advertising costs.**

Published bimonthly, DCDS Connection aims to always reach readers by the first week of the publication month. **Submissions with completed contracts must be received one month prior to the publication month in order to be included.**

Display advertisements must be four-color, non-bleed, accompanied by a completed contract and submitted electronically. Acceptable file formats are PDF, TIFF, JPEG, or EPS. If you cannot design your ad within the size specifications below, Dallas County Dental Society can provide design services at extra costs upon request.

	AD TYPE	(W x H / INCHES)	1 ISSUE	3 ISSUES	6 ISSUES
<b>15% discount on all display ads for DCDS members!</b>	Full page	8.5" x 11" (add .125 bleed)	\$790.00	*\$740.00	*\$720.00
	1/2 Page Horizontal	8" x 4.75"	\$470.00	*\$420.00	*\$400.00
	1/4 Page	3.875" x 4.75"	\$310.00	*\$260.00	*\$240.00

\*Prices listed are per issue. Each issue covers a 2 month span. (Only 6 issues per year.)

## DCDS CONNECTION: CLASSIFIED ADS

Classified advertisements must adhere to the word count restrictions below. Please check your ad for accuracy (spelling, punctuation, grammar, etc). DCDS is not responsible for errors in submitted ads. Payment in advance is required for placement of the first ad. No commissions or discounts for third parties. Ad rates are net.

	DCDS CONNECTION CLASSIFIED AD	1 ISSUE	3 ISSUES	6 ISSUES
<b>\$20 discount on all display ads for DCDS members!</b>	Under 50 Words	\$60.00	*\$50.00	*\$45.00
	Over 50 Words (Word count may not exceed 150)	\$120.00	*\$110.00	*\$105.00

\*Prices listed are per issue. Each issue covers a 2 month span. (Only 6 issues per year.)

## ONLINE CLASSIFIED ADS

Classified advertisements on our website are subject to editing and must be paragraph format under 100 words. Listings will be discontinued after one month unless otherwise noted. Please check your ad for accuracy (spelling, punctuation, grammar, etc). DCDS is not responsible for errors in submitted ads.

	ONLINE CLASSIFIED	1X MONTHLY RATE
<b>Online classified ads are free for members!</b>	Posting per month	\$75.00

**PLEASE SEND ALL ADVERTISING INQUIRIES AND SUBMISSIONS TO [ROSEMARY@DCDS.ORG](mailto:ROSEMARY@DCDS.ORG).**

# Dallas County Dental Society 2022 Advertising Contract



Individual, Company or Advertising Agency

ADA #

Contact Name

Street, City, State, Zip

Primary Phone

Email

## DCDS CONNECTION: DISPLAY ADS

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

\_\_\_ ads for \_\_\_ issues at the rate of \$ \_\_\_\_\_ per ad per issue in this size: \_\_\_\_\_

JAN/FEB 22    MAR/APR 22    MAY/JUN 22    JUL/AUG 22    SEPT/OCT 22    NOV/DEC 22

## DCDS CONNECTION: CLASSIFIED ADS

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

\_\_\_ ads for \_\_\_ issues at the rate of \$ \_\_\_\_\_ per ad per issue in this section: \_\_\_\_\_

JAN/FEB 22    MAR/APR 22    MAY/JUN 22    JUL/AUG 22    SEPT/OCT 22    NOV/DEC 22

## ONLINE CLASSIFIED ADS

Please reserve ONLINE advertising space for the above party in the months for

\_\_\_ ads for \_\_\_ months at the rate of \$ 75 per ad per issue in this category: \_\_\_\_\_

Jan    Feb    Mar    Apr    May    Jun    Jul    Aug    Sep    Oct    Nov    Dec

## PAYMENT METHOD

THIS AGREEMENT MUST BE ACCOMPANIED BY PAYMENT IN ADVANCE FOR THE INITIAL ADVERTISEMENT.

TOTAL

\$ \_\_\_\_\_

payment now for  
advertising

Check # \_\_\_\_\_ OR \_\_\_ Mastercard    \_\_\_ Visa    \_\_\_ American Express

Card Number # \_\_\_\_\_

Exp. Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

\_\_\_ Please automatically bill my credit card for subsequent ad placements and/or online job listings.

\_\_\_ Please send an invoice for subsequent ad placements and/or online job listings.

NAME ON CARD: \_\_\_\_\_ Zip Code of Card: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_ Date: \_\_\_\_\_

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

PLEASE SEND ALL ADVERTISING INQUIRIES AND SUBMISSIONS TO ROSEMARY@DCDS.ORG.