

DCDS 2020 Advertising Guidelines



Advertising Information

DCDS Connection is the official publication of Dallas County Dental Society. Its circulation of approximately 1,400 includes all member dentists, several surrounding dental societies and Texas A&M University College of Dentistry. This full-color publication provides an excellent way to target dental professionals in the DFW Metroplex and surrounding districts. In addition to the printed version, DCDS provides an interactive online version of the publication. The online version allows for links, social media sharing, flash/audio/video content, and much more. **Placement in the online version and one link to your site is included in advertising costs.**

Publication Frequency

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

January/February

Deadline: 12/1/19

March/April

Deadline: 2/1/20

May/June

Deadline: 4/1/20

July/August

Deadline: 6/1/20

September/October

Deadline: 8/1/20

November/December

Deadline: 10/1/20

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, print or USB drive). Preferred file formats are PDF, TIFF, JPEG, or EPS. Acceptable formats are Adobe Photoshop, Illustrator or InDesign (CS2 or higher), however, all linked images must be included. Advertisements submitted in any other formats will need to be evaluated before being included in the publication. Ads must be designed in their entirety within the size specifications below; Dallas County Dental Society will not provide design services. Display ads must conform to the DCDS Advertising Standards.

Classified advertisements must adhere to the word count restrictions below. Please check your ad for 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.

Display Advertisements: DCDS Connection

AD TYPE	(W x H / INCHES)	1 ISSUE	3 ISSUES	6 ISSUES
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.)

15% discount on all display ads for DCDS members!

Classified Advertisements: DCDS Connection

CLASSIFIED AD	1 ISSUE	3 ISSUES	6 ISSUES
Under 50 Words DCDS Member	\$40.00	*\$30.00	*\$25.00
Under 50 Words Non-Member	\$60.00	*\$50.00	*\$45.00
Over 50 Words DCDS Member (Word count may not exceed 150)	\$100.00	*\$90.00	*\$85.00
Over 50 Words Non-Member (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.)

Six (6) issues produced annually. Multi-issue discount offered!

Online Job Bank: Website

Online Job Bank	1X MONTHLY RATE
Posting for DCDS Member	FREE
Posting for Non-Member	\$75.00

Please send all advertising inquiries, submissions and correspondence to rosemary@dcds.org.

DCDS 2020 Advertising Contract



Individual, Company or Advertising Agency _____

Contact Name _____

Street, City, State, Zip _____

Primary Phone _____ Fax _____

E-mail _____

..... ONLINE JOB BANK ADVERTISEMENT

____ JOB BANK LISTING (Each listing is on a month-to-month basis. You are responsible for letting us know if an Ad needs to be removed, updated, or extended. If we have not heard from you by month's end, the listing will be removed. Please send electronic copy to rosemary@dcds.org or attach copy to this form)

January February March April May June July August September October November December

MEMBER RATE (FREE) ADA # _____

NON-MEMBER RATE (\$75 PER MONTH)

..... DCDS CONNECTION ADVERTISEMENT

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

JAN/FEB 20 MAR/APR 20 MAY/JUN 20 JUL/AUG 20 SEPT/OCT 20 NOV/DEC 20

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.

____ DISPLAY AD (See Ad specifications on rate sheet. Send electronic copy to rosemary@dcds.org) Size: _____

____ CLASSIFIED AD (Send electronic copy to rosemary@dcds.org or attach ad copy to this form) Category: _____

By submitting an advertisement to DCDS Connection, you agree to comply with the DCDS Connection Advertising Standards.
No agency commissions or discounts. Ad rates are net. All advertising rates are subject to change without notice

..... PAYMENT METHOD

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

\$ _____ payment for advertising in DCDS Connection and/or the DCDS Online Job Bank is enclosed.

Check # _____

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.

PRINT NAME: _____

SIGNATURE: _____ Date: _____

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

ADVERTISING STANDARDS FOR DCDS CONNECTION

As the official magazine for Dallas County Dental Society, 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, 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.
- The managing editor 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 is conditional, and the Editor and Executive Director of 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 advance payments.

General Advertisement Standards

1. 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, 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 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 or on behalf of any person or company that has been sanctioned for any manner of discrimination, unethical, 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 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.