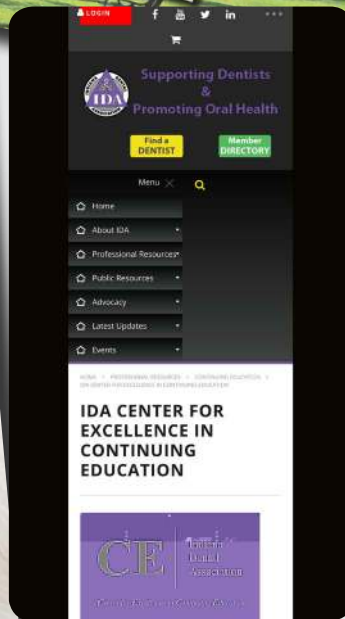
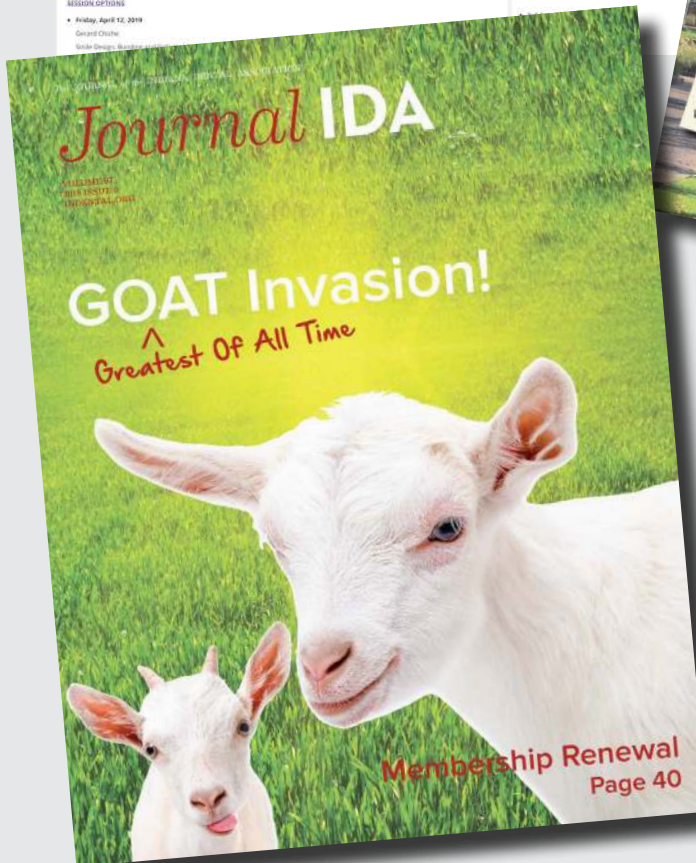
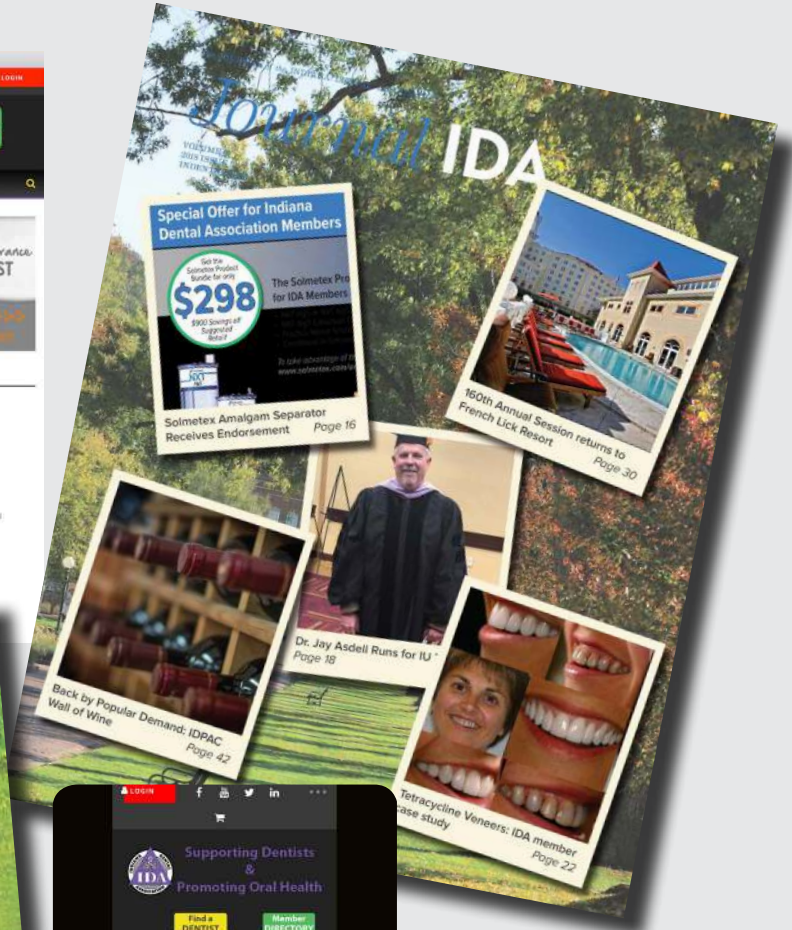
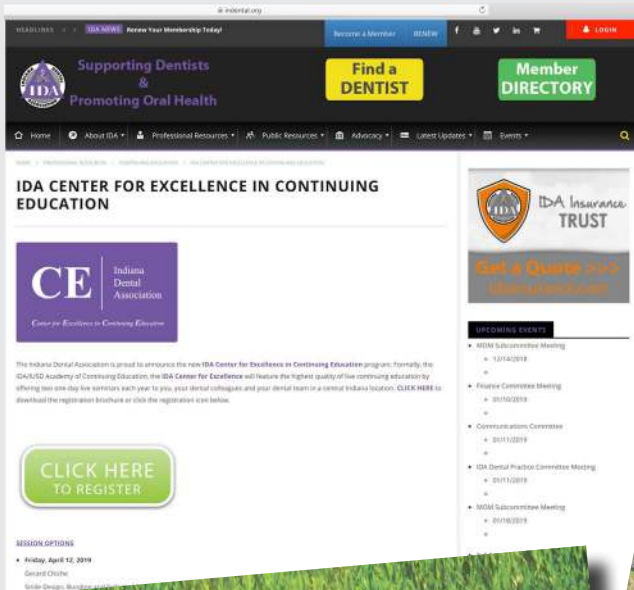




Media Kit 2019



- *Print*
- *Digital*
- *Classifieds*

Journal

of the Indiana Dental Association

The Journal of the Indiana Dental Association (JIDA) is a peer-reviewed, scientific periodical published on a quarterly basis. JIDA concentrates on the clinical aspects of dentistry, including case studies and research, and also includes special and regular feature articles. JIDA is read by dentists, hygienists, dental assistants, office managers, vendors and other dental professionals throughout Indiana and around the country. JIDA is published in both print and digital formats to reach audiences across a variety of platforms.



Full Page
8.5" wide
10.88" high
.25" full bleed

1/2 Page Horizontal
7.5" wide
5" high

1/2 Page Vertical
3.75" wide
10" high

1/4 Page
3.75" wide
5" high

Fixed Position

Fixed position is available only for full page ads on a 1 or 2 year non-cancellable contract at the following premiums:

- Inside Front Cover: 25%
- Back Cover: 25%
- Inside Back Cover: 20%
- Requested Position: 15%

Issue	Closing Date	Publication Date	Featured Content
Issue #1	12/15/19	01/15/19	Dental Entrepreneurs
Issue #2	03/15/19	04/15/19	Midwest Dental Assembly Preview
Issue #3	06/15/19	07/15/19	Opioids
Issue #4	09/15/19	10/15/19	Ethics CE

Rate per Issue	1X	1 Year	2 Years - best deal!
Full Page	\$1,200	\$1,100	\$1,050
Half Page	\$720	\$660	\$630
Quarter Page	\$480	\$420	\$390
Fixed Position	Not available	See Premiums	See Premiums
Digital Enhancements	See Premiums	See Premiums	See Premiums

Images - 300dpi CMYK

All images used in display ads must have a resolution of at least 300 dpi. All ads must be CMYK. Any spot, Pantone or RGB colors will be converted to CMYK. IDA is not responsible for any color shift.

Accepted File Formats

TIFF, JPG, PSD, PDF*

All display ads must be in camera-ready format, at 300 dpi resolution, sized appropriately and with fonts embedded. High resolution PDFs are preferred. Non-compliant ads will be returned for correction or corrected by the IDA.

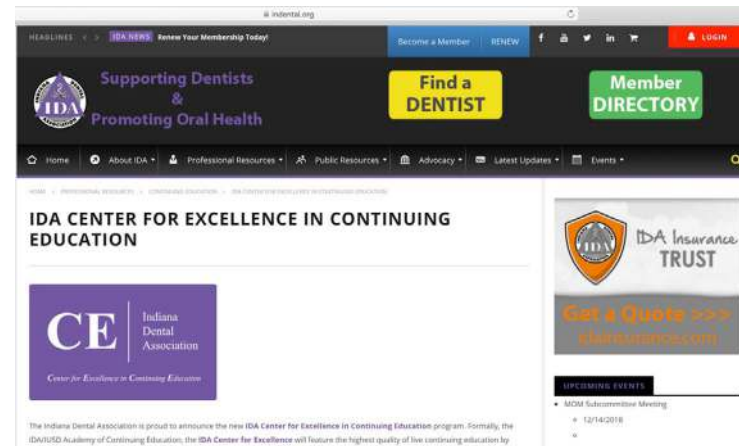
All artwork must be received by the close of business on the publication's closing date. If artwork is not received on time, the ad artwork from the previous issue will be used.

*Acrobat/PDF files must be prepared as pre-press and include uncompressed graphics and embedded fonts.

Website

www.indental.org

The IDA website includes members-only content, as well as educational oral health information aimed at the general public. The site includes sidebar ads as well as additional advertising opportunities such as intersital ads, members-only ads, public facing ads, video ads, animated gif ads and more.



Website Display Ad Rates

Ad type	Rates (total cost)		Technical specs
	1 Month	1 Year	
Public Sidebar Small	\$100	\$600	300w x 250h 72 dpi
Public Sidebar Large	\$150	\$900	300w x 600h 72 dpi
Members Sidebar Small	\$100	\$600	300w x 250h 72 dpi
Members Sidebar Large	\$150	\$900	300w x 600h 72 dpi
Total Site Sidebar Small	\$150	\$900	300w x 250h 72 dpi
Total Site Sidebar Large	\$200	\$1,200	300w x 600h 72 dpi

Website Classified Ads

Please visit indental.org/advertising to place a website classified ad. All classifieds are prepaid with a credit card. We receive the right to edit any ad for spelling and/or content errors. Any ads containing inappropriate language or images will be removed immediately without refund.

BILLING

For your convenience, classifieds may be purchased online at INDental.org/Advertising. All display advertisers should contact the IDA at 800-562-5646 and ask for the Advertising Manager to obtain a contract. Display ads are billed 30 days after publication closing date on a net 15 day basis.

There are NO refunds for contracted advertisements. A credit may be applied toward the advertiser's account for use within the current IDA fiscal year (January 1-December 31).

IDA ADVERTISING GUIDELINES

1. The IDA reserves the right to reject any advertisement.
2. The IDA does not guarantee any level of response for an advertisement.
3. Ad position is at the discretion of the Managing Editor unless a contract is completed for a specific position. Availability is granted on a first-come, first served basis. Not all requests are guaranteed.
4. IDA staff will seek to comply with position requests and other stipulations that may appear in an insertion order, but cannot guarantee placement unless a designated premium is included in the contract. Availability is granted on a first-come, first served basis. Not all requests are guaranteed.
5. The IDA assumes no liability for an advertiser's failure to submit artwork or ad copy within the scheduled publishing deadlines.
6. The cost of ad composition is the responsibility of the advertiser and may be arranged through IDA at an additional charge.
7. The cost of changes to the original layout and/or copy will be based on current composition rates. Corrections will be made at no additional charge.

AGENCY COMMISSION

The IDA does not offer agency discounts. Rates are net.

CONTACT INFORMATION

317-634-2610 / 800-562-5646

Kathy Walden, Director of Communications, kathy@indental.org

Indiana Dental Association
550 W. North St., Suite 300
Indianapolis, IN 46202



Indiana Dental Association

The mission of the Indiana Dental Association (IDA) is to support dentists, to promote professionalism and to improve oral health in the state of Indiana.

IDA offers several platforms that will allow you to reach a very targeted audience quickly and cost effectively. More than 83 percent of Indiana dentists are members of the IDA who read our *Journal*, receive our regular email updates, visit our website, access our online Member Center, attend our events and view our mobile apps.

If you're interested in reaching a targeted audience of dental professionals, we have several options for you:

Journal of the Indiana Dental Association (JIDA) - JIDA is a peer-reviewed, scientific periodical published on a quarterly basis. JIDA concentrates on the clinical aspects of dentistry, including case studies and research and also includes special and regular feature articles. JIDA is read by dentists, hygienists, dental assistants, office managers, vendors, and other dental professionals throughout Indiana and around the country. JIDA is published in both print and digital formats to reach audiences across a variety of platforms.

IDA Website - IDA's website includes members-only content as well as educational oral health information aimed at the general public. Enhanced features, such as online CE, member forums, social profiles and more, are sure to grow the audience as well as increase page views and time on site.

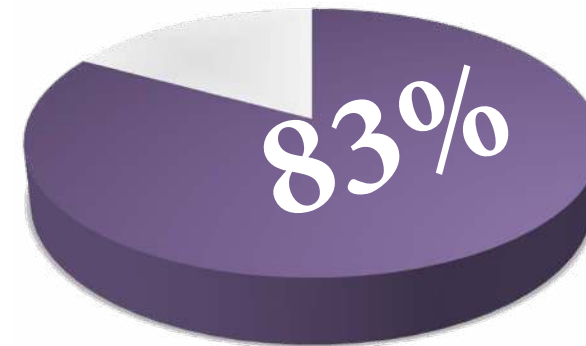
IDA Update - The IDA Update email newsletter is sent to all IDA members each month. The Update averages an open rate of almost 70 percent, much higher than industry standard. Members look forward to receiving this publication on a monthly basis.

Additional email marketing opportunities are available throughout the year. Contact IDA Director of Communications Kathy Walden for more information at 800-562-5646.

Membership Snapshot

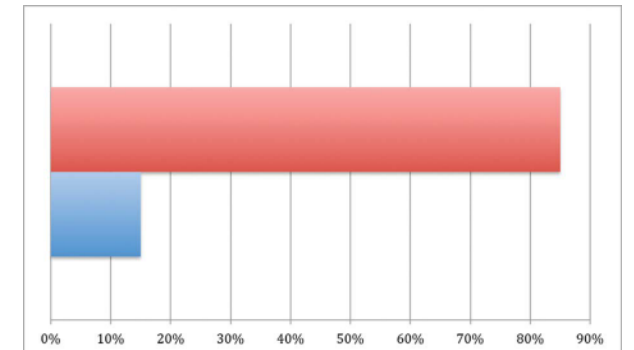


Membership



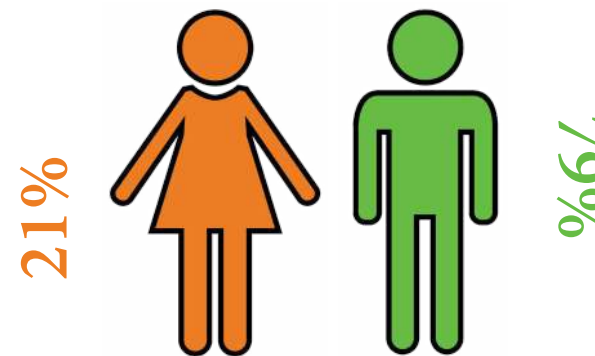
83% of Indiana dentists belong to the IDA

Ownership



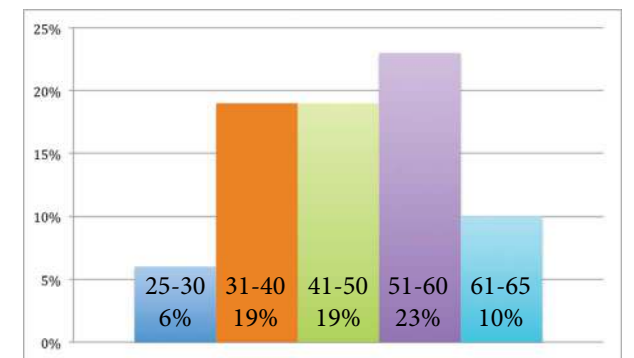
85% of IDA members are practice owners

Gender



The percentage of female members increases each year

Age



Of members who have not reached retirement age

Journal

of the Indiana Dental Association

Contract

Display Advertising

Advertiser _____

Ad Size and Specs

Ad Size	1x	1 year	2 years
Full Page	<input type="checkbox"/> \$1,200 per run.....	<input type="checkbox"/> \$1,100 per run.....	<input type="checkbox"/> \$1,050 per run
Half Page Horizontal.....	<input type="checkbox"/> \$720 per run	<input type="checkbox"/> \$660 per run	<input type="checkbox"/> \$630 per run
Half Page Vertical	<input type="checkbox"/> \$720 per run	<input type="checkbox"/> \$660 per run	<input type="checkbox"/> \$630 per run
Quarter Page	<input type="checkbox"/> \$480 per run	<input type="checkbox"/> \$420 per run	<input type="checkbox"/> \$390 per run

Insertions

Issue	Closing Date	Publication Date	Featured Content
<input type="checkbox"/> 2019 Issue #1	012/15/18.....	01/15/19	Dental Entrepreneurs
<input type="checkbox"/> 2019 Issue #2	03/15/19.....	04/15/19	Midwest Dental Assembly
<input type="checkbox"/> 2019 Issue #3	06/15/19	07/15/19	Opioids
<input type="checkbox"/> 2019 Issue #4	09/15/19.....	10/15/19	Ethics CE

Fixed Position

Fixed position is available only for full page ads on a 1 or 2 year non-cancellable contract.

- Inside Front Cover/+25%: _____
- Back Cover/+25%: _____
- Inside Back Cover/+20%: _____
- Requested Position/+15%: _____

Digital Enhancements

- Email Hyperlink/\$50: _____
- Website Hyperlink/\$100: _____
- Social Media Hyperlink/\$100: _____
- Click to Call/\$100: _____
- Embedded Video/\$200/\$500: _____

Advertiser Information

Company _____

Contact _____

Address _____

City, State, Zip _____

Phone/Fax _____ Email _____

Terms and Conditions

This contract is by and between the Indiana Dental Association ("IDA") and _____ ("Advertiser").

Submission

1. IDA reserves the right to reject any advertisers or advertising copy.
2. Advertisements will not be accepted if they conflict with or appear to violate IDA policy, the IDA Code of Ethics or its Bylaws, or if the advertisements are deemed offensive or contain attacks of a personal, racial or religious nature.
3. In all advertisements, the advertiser and the product or service offered should be clearly identifiable.
4. All artwork must meet specifications as outlined in current IDA media kit.
5. All artwork must be received by the close of business on the publication's closing date. If artwork is not received on time the ad artwork from the previous issue will be used. If no previous artwork is on file, IDA will create an ad, at its discretion, at the rate of \$115 per hour.
6. Advertisements submitted with dimensions that do not meet IDA specifications may be scaled to fit.
7. IDA may add the word "advertisement" to any advertisement that is designed in a manner that allows confusion between the ad and the editorial content of the IDA Journal.

Billing

8. Display ads are billed on applicable closing date with net 15 day terms. If payment is not received within 30 days, a new invoice will be cut reflecting the cancellation of any discount off the rate card rate and an additional 2 percent administrative fee will be charged. If payment has not been received within 60 days of the original invoice date, an additional 2 percent administrative fee will be added.
9. Advertisers may opt to pay via credit card at standard invoice rate. IDA does not charge additional processing for credit card payments.
10. IDA does not offer agency discounts.

Omission

11. The advertiser agrees to indemnify and hold IDA, its officers, trustees, members, employees and agents, harmless from any liability, including costs and attorney fees, arising out of or relating to the content of any ad.
12. Failure by the IDA to insert in any particular issue or issues the advertising under this contract invalidates the order for insertion in the missed publication(s), but shall not constitute a breach of contract. In the event a requested insertion date cannot be met by the IDA, despite its reasonable diligence, the IDA shall have the authority to place the advertisement in the respective publication issue immediately following the last requested insertion order date contained in the contract, unless Advertiser specifically requests in writing that the missed insertion date be omitted from the contract entirely. IDA shall have the right to omit any advertisement when the space allotted to advertising in the issue for which such advertisement is ordered has all been filled, or where there is a substantial change in the product or subject of the advertisement which may conflict with IDA's general policy on advertising. IDA may also limit the size and/or position of an advertisement in any issue.
13. The sole remedy for printing or other errors in ads caused by IDA shall be a rebate of the amount paid to IDA for that ad. Any other damages, consequential or otherwise, are specifically excluded.

Cancellation

14. No Advertiser cancellations are accepted after the publication closing date.
15. Advertiser cancellations for future publications will result in loss of multi-issue discounts. Advertiser will be backed billed for previous discounts at time of cancellation on Net 10 day terms.
16. IDA may cancel this contract at any time prior to closing date of next publication.

Advertiser Signature _____

Date _____

Return insertion order and signed contract to kathy@indental.org or fax to 317-634-2612.



**Indiana Dental Association
550 W. North St., Suite 300
Indianapolis, IN 46202
800-562-5646**