

# FACETS CONTRACT: 2022 Display Ad



**San Diego County**  
DENTAL SOCIETY

## About our Magazine

We mail out 10 issues of FACETS per year reaching nearly 2000 dentists!  
FACETS newsletter is the authoritative written voice of the San Diego County Dental Society. The editorial content is limited in its scope and relevance exclusively to dentistry, thus offering a high exposure to a specific demographic.

## Advertisers

Please check the issues you would like to run your ads in below.

### 2022

- All 10 Issues
- Jan/Feb
- Mar
- Apr
- May
- Jun/Jul
- Aug
- Sep
- Oct
- Nov
- Dec

### 2023

- All 10 Issues
- Jan/Feb
- Mar
- Apr
- May
- Jun/Jul
- Aug
- Sep
- Oct
- Nov
- Dec

| Rates<br>per ad | Inside<br>Cover<br>or<br>*Back<br>Cover | Full Page<br>with bleed<br><small>finished size 8.5 x 11<br/>set up ad at<br/>8.75 x 11.25 for trim.<br/>Also, keep any<br/>important text<br/>.25" from border</small> | Full Page<br>no bleed<br><br>8 x 10.5 | 1/2 pg.<br>Vertical<br><br>3.5 x 10<br><br><small>bleed ads<br/>sometimes<br/>allowed</small> | 1/2 pg. horizontal<br><br>8 x 4.875 | 1/4 pg.<br><br>3.5 x<br>4.875 | 1/8 pg.<br><br>3.5 x 2.3 |       |
|-----------------|---|---|---------------------------------------|---|-------------------------------------|-------------------------------|--------------------------|-------|
|                 | ↓                                       | ↓   | ↓                                     | ↓   | ↓                                   | ↓                             | ↓                        |       |
| 1-4 issues      |   | \$1208  | \$1050                                | \$1050  | \$578                               | \$578                         | \$400                    | \$200 |
| 5-9 issues      |   | \$1181  | \$1024                                | \$1024  | \$565                               | \$565                         | \$389                    | \$194 |
| 10 issues       |   | \$1155  | \$998                                 | \$998   | \$551                               | \$551                         | \$378                    | \$189 |

\*Back cover size, finished size 8.5 x 7 high with bleed, set up at 8.75 x 7.25 to allow for trim or set up at 8 x 6.75 w/no bleed.

**Total:**

## Our Advertising Policy

The editor is constantly on the alert for the misrepresentation in classifieds and advertisements, but does not investigate the offers made and reserve the right to decline, withdraw and modify advertisements at our discretion. Space reservations should be made to the advertising manager. Please indicate issue, size and billing information. If space is reserved & artwork not received, you may be charged for the allocated space. All ads must be pre-paid. **Ad Deadline:** Payment and Ad must be received before or on the 1st of the month before the next newsletter.

## Ad Requirements

### Graphic Designer Checklist

CMYK 300DPI PDF File Outline Fonts Flatten and Embed Images\*

if your ad uses any transparencies like shadows, blur, feathering or layers, use the high resolution flattener settings.

**File Name:** Please name it after your business like Example Ad (not SDCDS ad)

**Email ad:** Once contract is complete and the Ad is paid for, you can email your ad to admin@sdcds.org

**Classifieds:** For classified ad pricing, please ask for our Classifieds contract.

## CONTACT & PAYMENT INFORMATION

Company Name: \_\_\_\_\_ Contact Person: \_\_\_\_\_  
 Email: \_\_\_\_\_ Phone: \_\_\_\_\_  
 Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip code: \_\_\_\_\_  
 Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Sec. Code: \_\_\_\_\_

Or send check to:

San Diego County Dental Society  
1275 W. Morena Blvd Ste. B  
San Diego, CA 92110

I understand and agree to the above terms- Signature: \_\_\_\_\_

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

**Please return to: Media & CE Coordinator**  
**Phone: (619) 275-7188 Fax: (619) 275-0646 Email: admin@sdcds.org**