



2017 ADVERTISING RATES

The NAGD newsletter is published four times annually, January, April, July, and October. It reaches approximately 325, which includes members of the NAGD and dental students at both UNMC and Creighton School of Dentistry. This publication provides the general dentists in the state with current information on the issues important on a local, state and national level.

Display Advertising

The NAGD is pleased to offer you a great way to reach out to the general dentists in Nebraska. We welcome advertising as a way to inform members about products and services for the practice of dentistry. Advertising must be truthful, tasteful and intended to provide useful information. All advertising submitted to the NAGD is subject to approval. No cancellations accepted after the 25th of the month prior to publication.

Display Ad Rates

The NAGD advertising rates include an ad in each of the 4 (four) publications. The rate is a yearly fee. (if you choose to run a half page size ad, your fee would be \$450 for the entire year. You would need to supply artwork/ad by the deadlines listed below). Depending on the size of the ad you wish to run will determine the cost.

Size	B & W	Size
Half - vertical	\$450	3.75" x 9.75"
Half - horizontal	\$450	7.5" x 4.75"
Quarter	\$350	3.75" x 5.0"

Rates effective through December 2017 (There was no rate increase for 2017)

Display Advertising Deadlines

<u>Issue</u>	<u>Ad Due</u>	<u>Mails</u>
January	December 10	by January 15 th
April	March 10	by April 15 th
July	June 10 th	by July 15 th
October	September 15 th	by October 15 th

Design Specs

All artwork/ads must be camera ready. Press ready PDF files are preferred. Microsoft Word or Photoshop are acceptable. When creating PDF files, please embed all fonts and graphics. A printout must accompany all Word or Photoshop files.

If you can not supply your own ad and would like us to design an ad for you, please contact us. We have a professional design service we can refer you to.



Nebraska Academy of General Dentistry

2017 Display Advertisement Contract/Placement Order

(Contract must be received by December 10, 2017 to be included in the first issue in January 2017)

Payment for display ads, along with this signed contract must be received prior to the publication.

Contact Information:

Company Name: _____

Contact Person: _____

Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____

Email: _____

Signature: _____

Date: _____

Payment Terms:

Ad size: _____

Ad rate: _____

Total due: _____

Please fax or mail payment and Contract to:
Nebraska Academy of General Dentistry
3622 McLaughlin Drive
Lincoln, NE 68516
402.438.2321 (phone/fax)

Payment Type:

Check (enclosed)

Credit Card

Credit card type: Visa Mastercard Discover AMEX

Name on Card: _____

Credit Card #: _____

Expiration Date: _____ Code on Back: _____

Billing Address and Zip Code: _____

For more information contact:
Julie Berger, Executive Director
3622 McLaughlin Drive, Lincoln, NE 68516
402.438.2321 (phone/fax)
julieberger50@gmail.com (email)