

SOUTH CAROLINA DENTAL ASSOCIATION



PUT YOUR DOLLARS TO WORK FOR YOU!

The South Carolina Dental Association (SCDA) offers you the opportunity to market your products through the dentists' professional association. Target the dental market throughout South Carolina by advertising in two publications.

With publications sent to over 80% of the dental offices in South Carolina, your advertisement is seen not only by dentists, but also by the entire dental team. Actual circulation is more than 1900, which represents dentists and others allied with the dental profession. The SCDA Bulletin is also published on SCDA's website.

ADVERTISING REGULATIONS

1. Art work must be CMYK formatted (4 color process)
2. 1/8" bleed
3. Vector art with outlines
4. Payment due upon receipt of invoice.
5. No commissions! No cash discounts!
6. Ad cancellations will not be accepted after closing dates. For multiple insertions, the last ad received will be repeated if no new copy is received.
7. All ads are subject to approval of SCDA. SCDA and the editor of the SCDA Bulletin reserve the right to reject any advertising and to edit any ad in their sole discretion. SCDA does not assume liability for content of advertising material.
8. Advertising does not imply product or technique endorsement by SCDA.

THE SCDA BULLETIN

This is a monthly newsletter that serves as a means of keeping members up-to-date on current issues. Closing date is the 15th of the month preceding the month of publication. Classified ads are also available at the rate \$35.00 per issue.

SIZE REQUIREMENTS

Full Page	7 ½ wide x 9 ¾ long
Half Page	7 ½ wide x 4 ¾ long
Quarter Page	3 ½ wide x 4 ¾ long
Trim Size	8 ½ wide x 11 long

RATES PER ISSUE

	<u>Single Issue</u>	<u>Quarterly</u> (at least 4x/yr.)	<u>Annually</u> (12 issues)
Full Page	\$350	\$325	\$300
Half Page	\$200	\$185	\$150
Quarter Page	\$135	\$125	\$100