

### FOCUS MAGAZINE OVERVIEW

The MDA *Focus* is the official Association magazine published four times annually in Spring (March), Summer (June), Fall (September) and Winter (December). The publication is mailed to active members and content includes MDA business and news of interest; editorial and member views; legislative, regulatory and policy issues; and, ADA and oral health stakeholders updates.

### DEADLINES

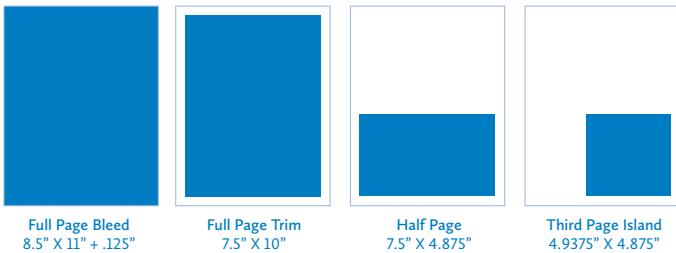
A signed contract and artwork must be received by the issue deadline. If new ad artwork is desired, it must be received by the next issue deadline; otherwise, the previous issue ad will be placed. Print ad files must be CMYK, high-resolution PDF or JPEG.

ISSUE	ART DUE	TO PRINT	MAILED
SPRING	MAR 1	MAR 15	MAR 31
SUMMER	JUN 1	JUN 15	JUN 30
FALL	SEP 1	SEP 15	SEP 30
WINTER	DEC 1	DEC 15	DEC 31

### RATES & SIZES

Rates effective January 1 through December 31 annually. Amounts below are PER ISSUE and reflect discounts for multiple placement.

SIZE	1 ISSUE	2 ISSUES	4 ISSUES
FULL BLEED	\$1,000	\$950	\$900
FULL TRIM	\$950	\$900	\$850
HALF	\$600	\$550	\$500
THIRD	\$500	\$450	\$400



### PUBLICATION

To view archived digital issues of the *Focus* magazine, visit [MODENTAL.ORG/EFOCUS](http://MODENTAL.ORG/EFOCUS).

### CLASSIFIED ADS ONLINE

Classified advertisements are online only. For details and to place an ad go to [MODENTAL.ORG/CLASSIFIEDS](http://MODENTAL.ORG/CLASSIFIEDS).

### WEBSITE & EMAIL DIGITAL ADS

The MDA offers website and email banner advertising opportunities. To learn more, contact Melissa Albertson (see contact information below). Print advertisers receive a 10% discount on any digital ads placed.

### CONTACT

**For questions contact:** Melissa Albertson, Communications Director ([melissa@modentalmail.org](mailto:melissa@modentalmail.org) or 573-634-3436, Ext 103).

## MAGAZINE ADVERTISING CONTRACT

### SIZE

- Full Page Bleed
- Full Page Trim
- 1/2 Page Horizontal
- 1/3 Page Island

### ISSUES

- Issue 1 (Spring/March)
- Issue 2 (Summer/June)
- Issue 3 (Fall/September)
- Issue 4 (Winter/December)

### RATE & TOTAL

**Rate Per Advertisement** \$ \_\_\_\_\_  
SEE RATE SHEET FOR MULTIPLE ISSUE DISCOUNT

**Total Contract Amount** \$ \_\_\_\_\_  
FOR ALL ADS (INCLUDING ANY DISCOUNTS)

### COMPANY INFORMATION

Company Name \_\_\_\_\_

Website \_\_\_\_\_

**Primary Contact** \_\_\_\_\_

Address (CITY/STATE/ZIP) \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

**Billing Contact** (IF DIFFERENT) \_\_\_\_\_

Billing Address (CITY/STATE/ZIP) \_\_\_\_\_

Phone \_\_\_\_\_

Billing Email \_\_\_\_\_

Date Completed \_\_\_\_\_

### PAYMENT INFORMATION

- Pay **INDIVIDUALLY, AFTER EACH** ad for the single issue.
- Pay **IN TOTAL, ONE TIME** for the entire contract amount.
- Pay with **CHECK**
- Pay with **CREDIT CARD**

Name on Card \_\_\_\_\_

Credit Card # \_\_\_\_\_

Exp Date \_\_\_\_\_ CSV Code \_\_\_\_\_

**VISA/MASTERCARD/DISCOVER ACCEPTED / NO AMERICAN EXPRESS**

**FOR ALL NEW ADVERTISERS, THE MDA REQUIRES A CREDIT CARD NUMBER AT THE TIME OF THE CONTRACT SIGNING.** For those desiring to pay with check, credit card information is retained only to ensure payment in the event a check payment is not received within 30 days of the invoice date. No charges are billed until the issue publishes.

**FAX COMPLETED FORM TO 573-635-0764 OR EMAIL TO MELISSA@MODENTALMAIL.ORG.** Placement of an ad implies consent to MDA advertising terms (see below).

### POLICIES

All advertising placed with the MDA is subject to review; MDA reserves the right to reject any ad copy. Payment for any ads are due within 30 days of invoice email and may be paid with check or credit card. Any undelivered contracted ads may be cancelled in writing. View terms at [MODENTAL.ORG/ADPOLICY](http://MODENTAL.ORG/ADPOLICY).