

NDDS



Northern District

GEORGIA DENTAL ASSOCIATION

2022-23 ADVERTISING GUIDE

Updated 10.1.21

WWW.NDDS.ORG

MARKET:

The Northern District Dental Society is the professional service organization for dentists in the Greater Atlanta area. The e-newsletter of the Society, the *Dental Mirror*, is published bi-monthly for members and is the focal point for news related to the Society, clinical information and other material of interest to dentists, including legislation, socio-economics and public service. With a *Dental Mirror* ad, your message will reach professionals who are: 1) Highly educated; 2) interested, involved and influential in their professional and community; and 3) in charge of an above average income.

DEADLINE:

Digital: 15th of the publication month

Print: 15th of the month prior to publication

FREQUENCY:

6x e-newsletter

1x printed

CIRCULATION:

1000+ e-newsletter

1400 mailed

CONTACT:

Alyson Conley—alyson@theassociationcompany.com

Katie Brown—katie@theassociationcompany.com

6134 Poplar Bluff Circle, Ste. 101

Peachtree Corners, GA 30092

678-643-9524 (mobile)

305-422-3327 (fax)

DIGITAL ADVERTISING RATES:

Prices listed are the cost to place a single ad in a single month.

Ad Size	1Time Per Year	2-6x Times Per Year	Description
Premier	\$500	\$400ea	Your ad will be placed near the top of the newsletter
Intermediate	\$300	\$250ea	Your ad will be placed near the middle of the newsletter
Standard	\$150	\$100ea	Your ad will be placed near the bottom of the newsletter

Specifications

File types accepted: JPG, PNG

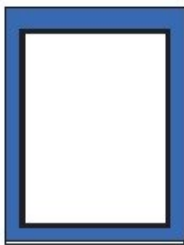
Static images only; no animated GIFs or Flash

Resolution: 72 dpi

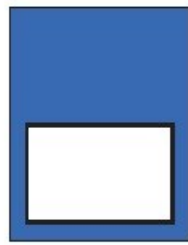
Target URLs: one target URL accepted. Destination URL may not include pop up windows.

PRINTED MAILER ADVERTISING RATES:

- Finished print Dental Mirror size is 8.5" x 11" - Printed 1x per year at editors discretion.
- Press ready, 300 dpi high resolution PDF files with graphics and fonts embedded



Full Page - Color (**\$500**)
Full Page - B/W (**\$400**)



1/2 Page - Color (**\$300**)
1/2 Page - B/W (**\$250**)



1/4 page Color (**\$150**)
1/4 page - B/W (**\$125**)



1/8 Page Color (**\$100**)
Business Card

IMPORTANT POINTS TO REMEMBER:

- New ads must be paid for in advance of publication.
- NDDS requests that ad payments be made online @ www.ndds.org or by check (make out to Northern District Dental Society).
- Charges for ad changes and layout alterations requested by an advertiser will be billed to the advertiser.
- All ads are subject to NDDS editorial approval. Ad / payment submission does not guarantee placement.
- NDDS cannot guarantee interior ad position unless a special placement is requested and approved, and special placement fee is paid. Competing ads will be placed apart if possible.
- All ads are governed by the contract language on the front and back of each signed contract.

Display Advertising Form

Publisher: Northern District Dental Society
 6134 Poplar Bluff Circle, Ste. 101
 Peachtree Corners, GA 30092
 678-643-9524 (mobile)
 305-422-3327 (fax)

***Returned signed advertising form, as well as payment (made payable to Northern District Dental Society), to NDDS at the address on the left.*

***If paying by credit card, fax signed advertising form along with the credit card authorization form to the NDDS office at 305-422-3327.*

Agency Name _____

Advertiser Name _____

Mailing Address _____

Phone & Fax _____

Contact Person _____

Email Address _____

Please fill in the appropriate information in the charts below.

2022

2023

Display Order Date:	Month	Ad Size	Cost	Month	Ad Size	Cost
_____	January	_____	_____	January	_____	_____
Display Start Month:	February	_____	_____	February	_____	_____
_____	March	_____	_____	March	_____	_____
# Displays Per Issue:	April	_____	_____	April	_____	_____
_____	May	_____	_____	May	_____	_____
# Months Display Runs:	June	_____	_____	June	_____	_____
_____	July	_____	_____	July	_____	_____
Special Instructions?	August	_____	_____	August	_____	_____
_____	September	_____	_____	September	_____	_____
_____	October	_____	_____	October	_____	_____
_____	November	_____	_____	November	_____	_____
_____	December	_____	_____	December	_____	_____

Authorized Signature: _____ Date: _____

ADVERTISER

Name: _____

Company: _____

Title: _____

Date: _____

PUBLISHER

Northern District Dental Society

Name: _____

Title: _____

Date: _____

1. Submit all advertising contracts, copy and payment to the NDDS by the 1st of the month prior to the publication month unless otherwise negotiated.
2. Contracts and copy not received by the deadline for a specific month's journal are not guaranteed placement.
3. NDDS expressly reverses the right to refuse publication of any advertisement.
4. Your submission of payment and/or advertising artwork does not guarantee placement.
5. NDDS cannot guarantee advertisement positioning. Competing advertisements will be separated if possible.
6. Signing this contract indicates acceptance of the terms and conditions set forth herein as well as those outlined in Exhibit A.
7. NDDS does not allow agency discounts or commissions. Please retain a copy of this contract for your files.

EXHIBIT A: Terms and Conditions for NDDS advertising

This contract is subject to the terms and conditions which are listed below, and on the front, of this contract. PARAGRAPH 6 LIMITS THE LIABILITY OF THE PUBLISHER FOR ERRORS IN OR OMISSIONS OF YOUR ADVERTISING. It should be read carefully.

1. "Publisher" means the Northern District Dental Society and any of its subsidiaries and/or affiliated companies. "Advertiser" means the business, person or other legal entity shown after "Firm Name" on the opposite side, its owners, successors and assigns. "Advertising" means all items included in this contract to appear in the NDDS *Dental Mirror* e-newsletter. The person or agency signing this contract on behalf of Advertiser warrants that he or she is authorized by Advertiser to sign this contract on behalf of Advertiser.
2. This contract shall constitute the entire agreement between Advertiser and Publisher, and Publisher shall not be bound by any agreement or understanding not included in this contract. The terms and conditions of this contract may not be modified, except by a writing signed by Advertiser and Publisher.
3. Advertiser agrees to and hereby does indemnify, defend and hold Publisher, its directors, officers, other employees and agents harmless from and against any and all loss, claim, damage, expense, penalty, demand, reparation, cost of defense, attorney's fees or liability whatsoever (whether paid or credited under settlement, order, judgement or otherwise) arising out of or in any way caused by or connected with the printing or publication of its advertising.
4. A bill is due and payable upon receipt and shall become delinquent if not paid, in full, within 30 days thereof. If a bill becomes delinquent a late payment penalty not to exceed 1.5 percent of the unpaid balance may be assessed and added to the unpaid balance carried forward on the following month's bill. Neither the billing nor payment of late payment penalty charges relieves Advertiser of the obligation to pay all charges upon receipt of a bill. Publisher's acceptance of partial or delinquent payment or its failure to exercise any right to late payment penalty charges shall not be a waiver of Publisher's rights concerning any obligations of the Advertiser or right of Publisher nor constitute modification of this agreement or waiver of any similar default subsequently occurring. If a bill remains delinquent for 15 days or more, all future monthly charges for any or all advertising included in this contract shall become, at the option of Publisher, immediately due and payable. These options may be exercised by Publisher at any time, and failure or delay by Publisher in the exercise of these options shall not waive Publisher's right to exercise it later. Publisher may terminate this contract at any time insofar as it pertains to any forthcoming issue if there are any delinquent bills outstanding for any advertising ordered by Advertiser, acting in any capacity, or which advertising promoted Advertiser or any person included in the advertising which is the subject of this contract. Notwithstanding any provision of this contract to the contrary, if this contract is signed by a person or agency on behalf of the Advertiser, the Advertiser shall be liable for any and all bills and late payment penalties assessed thereon.
5. Advertiser warrants that it is authorized and entitled to advertise each business, product or service represented in the advertising; that all statements or representations made by or on behalf of Advertiser to Publisher are clear, truthful and not misleading; that the contents of the advertising are truthful, fair and lawful, and that the use of any name, picture, likeness, reproduction, endorsement of a product or service, copyrights or copyrightable item, telephone number, address, trademark, service mark or trade name in or in connection with any advertising is duly authorized. Advertiser shall notify Publisher immediately of any change in such authorization. Advertiser assumes sole responsibility for the protection of any copyrights, trademarks, service marks and trade names owned wholly or partially by Advertiser or which it is duly authorized to use, whether or not included in its advertisements, and shall hold

Publisher free and harmless from and against any and all liability for infringement thereof.

LIMITATION OF LIABILITY FOR ERROS AND OMISSIONS: READ CAREFULLY

6. In the event of any error in or omission of all or any part of any advertising, the parties agree that Publisher's liability shall be limited to a refund of the charges payable for such advertising. In no event shall Publisher be liable for any loss of Advertiser's business, revenues or profits, the cost of Advertiser of other forms of advertising, or special consequential, indirect or punitive damages of any nature. The foregoing provisions shall apply to the full extent permitted by law regardless of whether Advertiser's claim is based upon contract, tort (including negligence of whatever degree), strict liability or other legal theory. Refund of advertising charges shall constitute Publisher's sole liability to Advertiser and Advertiser's exclusive remedy against Publisher in the event of such error or omission. Advertiser specifically waives any right to any other claim for loss or damage.
7. In the event it becomes necessary to refer collection of this claim to a collection agency or an attorney, the Publisher shall recover from the Advertiser in addition to all other relief, reasonable collection fees, attorney's fees and court costs.
8. If Advertiser is an endorsed service provider of the Publisher, either party shall have the right to terminate this contract without penalty should the Publisher withdraw, suspend or terminate the endorsement of the Advertiser for whatever reason. Termination of the contract shall be effective immediately upon the receipt of written notice.
9. This contract may be terminated by Publisher by giving written notice to Advertiser for the Publisher's convenience and without cause. Termination of the contract shall be effective immediately upon the receipt of written notice. Furthermore, the rights and obligations arising prior to any termination of this contract shall survive such termination. Except as provided in the preceding sentence, neither party shall have any further obligations of the other following termination of the contract.