

## 2022 Rate & Ad Specifications

The *Journal of the Kansas Dental Association (JKDA)* is the official publication of the Kansas Dental Association. Each issue is packed with a variety of articles of importance to dentists practicing in Kansas, such as association and legislative news, feature articles, and editorials. The *JKDA* is the only journal of its kind in Kansas and is produced quarterly as an 8.5 x 11" digital publication. The *JKDA* is emailed directly to over 1,000 KDA members (totaling 65-70% of practicing dentists in Kansas), dental students at the University of Missouri-Kansas City, and graduate students at Wichita State University. It is also hosted on the KDA web site and social media pages, and included in the *KDA Weekly* e-news. You'll find there's no better way of reaching the dental community in Kansas than advertising in the *Journal of the Kansas Dental Association*.

### Prime Location Advertising

	Price
Inside Front Cover – Full Page	\$500 per issue
Inside Front Cover (Right Read) – Full Page	\$500 per issue

### Display Advertising Rates

Full Page	\$450 per issue
1/2 Page Vertical or Horizontal	\$350 per issue
1/4 Page Vertical or Horizontal	\$250 per issue

### Digital Sponsorships

Leaderboard Sponsorship	\$600 per issue
Margin Ad Sponsorship	\$600 per issue
Advertisement Video Link	\$150 per issue

(video links are in addition to the display advertising costs)

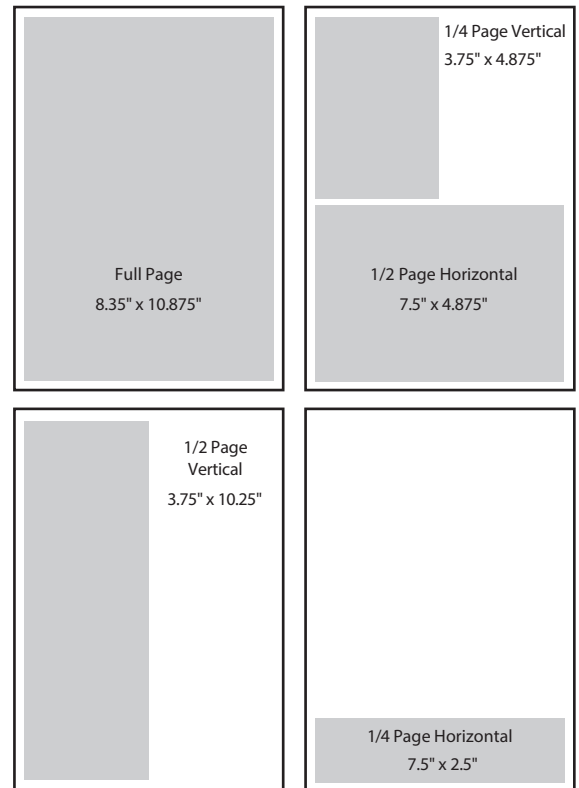
### 2022 Publication Deadlines

Placement Orders and all ad materials must be received by the Kansas Dental Association by the following due dates:

Issue	Placement Orders	Ad Materials
Issue 1	Monday, Jan 17	Monday, Jan 24
Issue 2	Monday, May 2	Monday, May 9
Issue 3	Monday, Aug 1	Monday, Aug 8
Issue 4	Monday, Oct 31	Monday, Nov 8

### Approximate Digital Publication Date

Tuesday, February 15  
 Monday, May 16  
 Monday, August 15  
 Tuesday, November 15



Leaderboard Banner Ad  
728 wide x 90 high pixels

Margin Banner Ad  
160 wide x 600 high pixels

**Format:** Files should be a .jpg or .png file only and should be at least 72 dpi and RGB color, and no larger than 50KB in size.

**Submit all completed placement orders and high resolution ad materials to:**

Sandra Romero  
 Communications Coordinator  
 5200 SW Huntoon  
 Topeka, KS 66604  
[sandra@ksdental.org](mailto:sandra@ksdental.org)

Phone: 785-272-7360 or Fax: 785-272-2301

### Submitting New/Modified Ads

To submit a new/modified ad during the course of the publication year, notify the Kansas Dental Association in writing prior to the Placement Order due date. If no notice of change is received from an advertiser with a multiple-issue contract, the ad that appeared in the previous issue will run. If no ad materials or new placement order are received from an advertiser with a single-issue contract, the contract will expire accordingly.

### Special Positioning

Prime locations will be reserved on a first-come first-served basis. Contact the Kansas Dental Association for other special positioning requests. If no special positioning is requested, your ad will be placed at the discretion of *JKDA* staff.

## Additional Information

To ensure the compatibility of the software, please submit all Display Ads as a .PSD, .PNG, .JPEG, .TIFF, or .PDF file.

## Eligibility Requirements

Advertising in the Journal of the Kansas Dental Association is an important venue for keeping dentists informed about issues, products, and services related to the practice of dentistry. Advertisements will not be accepted if the material does not correspond with the purpose of the publication.

Advertisements to promote dentists to leave the state of Kansas for employment will not be accepted.

Tobacco products are not eligible for advertising.

All advertising submitted to the JKDA is subject to publisher approval. The Kansas Dental Association (KDA) reserves the right to accept or reject advertising, at its sole discretion, for any product or service submitted for publication.

Advertisements must not be fraudulent or misleading.

Advertisements will not be accepted if they conflict with or appear to violate the policies of the Kansas Dental Association, the Kansas Dental Practice Act, the ADA Principles of Ethics and Code of Professional Conduct, or its Constitution and Bylaws, or if the advertisements are deemed offensive in either text or artwork or contain attacks of a personal, racial, religious, or other nature.

The KDA reserves the right to decline advertising of a program whose dates conflict with, or are 30 days before or after a KDA sponsored program.

The KDA reserves the right to decline advertising of a product or service that is a market competitor of a current KDA endorsed product or service.

## Terms and Conditions

This Placement Order shall serve as a binding contract and must be received by the Kansas Dental Association (KDA) on or before the Placement Order due date to reserve space (see Rate & Ad Specifications). A signed agency Insertion Order may serve as a contract to reserve space.

A Placement Order must accompany or precede all ads to reserve space, no exceptions.

Advertising Inserts are not accepted by the KDA.

The advertiser or the KDA may cancel this contract by written notice at least 30 days prior to the date Ad Materials are due (see Rate & Ad Specifications).

Advertisers will be invoiced after publication of the advertisement and full payment is due 30 days after the date of invoice. No agency discounts are provided by the KDA. Ad contracts may be canceled immediately by the KDA if advertiser's account is not paid within 60 days of the invoice date with the remaining contract balance being due upon notification.

Accounts may be paid with check or credit card (Visa, MasterCard, Discover, AmEx).

Printing or other errors in advertisements caused by the KDA shall be rectified as an additional printing of the same ad in the JKDA following the term of the contract. No cash refunds will be issued.

Publication dates are approximate and subject to change without notice. The advertiser agrees to indemnify and hold harmless the KDA, its officers, members, and staff from any and all liability for content of advertisement.

## Advertiser:

Advertiser/Company Name: \_\_\_\_\_ Contact: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Agency (if applicable):

Agency Name: \_\_\_\_\_ Contact: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## Display Ad Size:

Full Page (8.375" x 10.875")

1/2 Page Horizontal (7.5" x 4.875")

1/2 Page Vertical (3.75" x 10.25")

1/4 Page Horizontal (7.5" x 2.5")

1/4 Page Vertical (3.75" x 4.875")

Leaderboard Banner Ad (728 wide x 90 high pixels)

Margin Banner Ad (160 wide x 600 high pixels)

Advertisement Video Link (*video links are in addition to display ad costs*)

## Advertisement should be placed in the following issue(s):

Issue 1 (January 2022)

Issue 2 (May 2022)

Issue 3 (August 2022)

Issue 4 (November 2022)

## Please Bill To:

Advertiser

Agency

Price Per Issue \$ \_\_\_\_\_

Number of Placements X \_\_\_\_\_

Total Advertising Price \$ \_\_\_\_\_

**An invoice will be sent after the publication of each issue.**

## Submit all Placement Orders and ad materials to:

Sandra Romero, Communications Coordinator

5200 SW Huntoon

Topeka, KS 66604

Fax: (785) 272-2301

Email: [sandra@ksdental.org](mailto:sandra@ksdental.org)

