

CHICAGO DENTAL SOCIETY  
The Respected Leader in Scientific Dental Meetings  
ADVERTISING RATE CARD

# 2008



312.836.7326 | [WWW.CDS.ORG](http://WWW.CDS.ORG) | JANUARY 1, 2008

# What's the key to making a sale?

You know the key to success in sales is the opportunity to present your products or services to the customer. Advertising in the publications of the Chicago Dental Society is an effective method of introducing your company to potential customers and securing that opportunity for you.

The *CDS Review*, the official publication of the Chicago Dental Society, reaches dental professionals in the United States and other countries. Nearly 70 percent of all dentists in the Chicago metro area (Cook, DuPage and Lake counties) receive the award-winning *CDS Review* by mail. The remaining circulation is comprised of associate members and subscribers around the world.

In addition to the *CDS Review*, CDS publishes the *Midwinter Meeting Official Program* and the *Daily Review*, a four-color tabloid published on each of the four days of the annual Midwinter Meeting. The *Daily Review* reached more than 18,000 members of the dental care community in 2007.

# Eligibility Requirements

1. Advertisements must not be deceptive or misleading. All advertising must be factual, dignified, in good taste and intended to provide useful product and service information. CDS reserves the right to accept or reject advertising at its sole discretion for any product or services submitted for publication. The fact that an advertisement has appeared in a CDS publication shall not be referred to in collateral advertising.
2. Products or services eligible for advertising in CDS publications must be germane to, effective for and useful in the practice of dentistry. Products and services offered by responsible advertisers that are not related to dentistry but are of interest to dentists are also eligible for advertising.
3. Advertisements are not acceptable if they conflict with or appear to violate American Dental Association or CDS policies; the American Dental Association Principles of Ethics and Code of Professional Conduct; or the Constitution and Bylaws of the American Dental Association, Illinois State Dental Society or CDS.
4. Advertisements are not acceptable if they are deemed offensive in text or artwork, or contain personal, racial or religious attacks.
5. By submitting advertising copy, advertisers certify that the copy and the advertised product(s) or service(s) are in accord with applicable government regulations.
6. Advertisements may cite, in footnotes, references from dental and other scientific literature provided the reference is truthful and is a fair and accurate representation of the body of literature supporting the claims made. Unwarranted disparagement or unfair comparisons of a competitor's products or services are not allowed.
7. It is assumed by CDS that comparative advertising is truthful and does not mislead the reader. Truthful and fair comparative advertisements may include the use of a competitor's name and the description of a comparable product or service, including price.
8. Alcoholic beverages and tobacco products are not eligible for advertising.
9. Miscellaneous products and services not specified in these standards may be eligible to advertise on a case-by-case basis.
10. Advertisements are not accepted for meetings or seminars that are offered at the same time or on the same date or in any way conflict with CDS meetings, seminars or educational programs.

# CDS Review

## Circulation: 8,000

Frequency: The CDS Review is published seven (7) times a year: January/February, March/April, May/June, July/August, September/ October, November and December.

## CDS Review deadlines

Issue	Insertion Deadline	Materials Deadline	Issue mails
Jan/Feb.	Dec.3, 2007	Dec. 15, 2007	Jan. 15, 2008
Mar./Apr.	Jan. 18, 2008	Jan. 28, 2008	March 24, 2008
May/June	Apr. 4, 2008	Apr. 15, 2008	May 15, 2008
July/Aug.	June 2, 2008	June 16, 2008	July 15, 2008
Sept./Oct.	Aug. 1, 2008	Aug. 15, 2008	Sept. 15, 2008
Nov.	Sept. 5, 2008	Sept. 15, 2008	Nov. 1, 2008
Dec.	Oct. 15, 2008	Oct. 31, 2008	Dec. 1, 2008

Please note: Mailing dates listed above are target dates. CDS does not guarantee the magazine will mail on these dates.

## Special issues

January/February: Pre-Midwinter Meeting issue (Bonus circulation: 11,000. This issue is available on newsstands at the Midwinter Meeting.)

November: Preliminary Program issue (Bonus circulation: 15,000)

## Display advertising rates

BLACK AND WHITE BASE RATE

Page	1x	3x	7x
Full Page	\$1,500	\$1,125	\$1,080
2/3 Page	975	940	880
1/2 Page	845	805	760
1/3 Page	720	680	640
1/4 Page	555	530	495
1/6 Page	400	390	370

Gatefold cover: Prices start at \$5,000 for a simple gatefold. Rates vary, depending on the complexity of the cover.

## Color rates

In addition to the cost for basic black and white

- Standard color: Add \$600 per page
- Metallic color: Add \$700 per page
- Matched color: Add \$650 per page
- Four-color: Add \$1,200 per page
- Fractional-page four color: Add \$900 per page

## Cover and preferred position premiums

- Inside front cover: 15 percent
- Inside back cover: 10 percent
- Outside back cover: 20 percent
- All other preferred positions: 10 percent

All premium positions are non-cancelable.

## Inserts

Rates and specifications are available upon request.

## CDS Review ad mechanicals

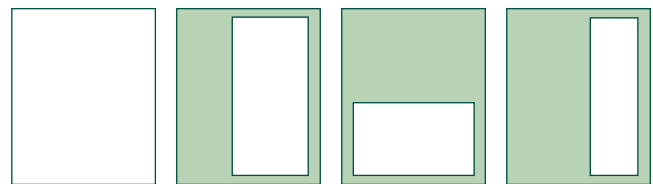
Unit	Width	Height
1 Page	8.375"	10.875"
2/3 Page	4.5"	9"
1/2 Page	7"	4.5"
1/3 Page (V)	2.25"	9"
1/3 Page (H)	4.5"	4.5"
1/4 Page	7"	2.5"
1/6 Page (V)	2.25"	4.5"
1/6 Page (H)	4.5"	2.25"

## Mechanical requirements/sizes

Unit	Width	Height
Publication/Trim:	8.375"	10.875"
Bleed:	8.625"	11.125"
Spread:	16.75"	10.875"
Columns:	2.125"	9"

Please note: Do not place ad copy within .25" of top, bottom, sides or gutter.

Bleed ads: No additional charge

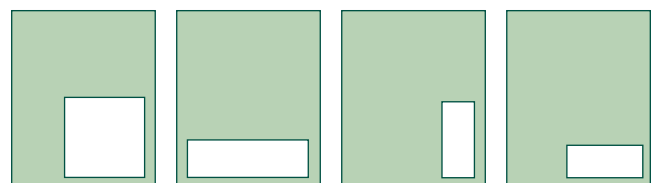


Full Page  
8.375 x 10.875

2/3 Page  
4.5 x 9

1/2 Page  
7 x 4.5

1/3V Page  
2.125 x 9



1/3H Page  
4.5 x 4.5

1/4H Page  
7 x 2.5

1/6 V Page  
2.125 x 4.5

1/6 H Page  
4.5 x 2.25

# Midwinter Meeting Publications

The CDS Midwinter Meeting, now entering its 143rd year, is among the world's foremost dental meetings. In 2008, it will again be held at McCormick Place. The scientific program will be held Thursday-Sunday, February 21-24. The commercial exhibition takes place Friday-Sunday, February 22-24.

Dentists, auxiliaries, technicians and others attend the meeting to continue their education in the latest dental technology and browse through the more than 144,000 square feet of exhibit space. You won't want to miss the opportunity to promote your products and services before one of the largest dental contingents available in our MWM publications.

## Daily Review

The *Daily Review* features articles on clinicians, seminars and social events, as well as timely photo coverage of the meeting. This tabloid-size newspaper is distributed early every morning of the Midwinter Meeting to the Headquarters Hotels and in various locations throughout McCormick Place. The *Daily Review* carries only a limited number of advertisements. As a result, each advertisement enjoys a prominent position in the newspaper, an obvious benefit to the reader as well as the advertiser.

### DISPLAY ADVERTISING RATES

All four issues only (four color rates included)

Banner Page: \$12,690	Back Cover: \$14,590
Center Spread: \$16,000	Junior Page: \$11,300
1/2 Page: \$8,700	1/3 Page: \$5,600
1/4 Page: \$3,700	Outer Wrap: \$16,900

### BLACK AND WHITE

1 column: \$1,700 (per day, black and white only)
1 column: \$6,000 (all four days, black and white only, no copy changes, vertical only)
1/2 column: \$900 (per day vertical, black and white only)
1/2 column: \$2,240 (all four days, black and white only, no copy changes vertical only)
1/4 page: \$500 (single day, black and white only)
1/4 page: \$1,700 (all four days, black and white only, no copy changes)

Minimum charge for customer supplied inserts: \$11,500. Rates vary, depending on the complexity of the insert and whether it meets CDS specifications. Specifications are available upon request.

### DAILY REVIEW DEADLINES

Insertion deadline: December 3, 2007

Materials deadline: December 28, 2007

*Please note: Contracts for the Daily Review cannot be cancelled. No exceptions.*

### DAILY REVIEW MECHANICAL REQUIREMENTS

Unit	Width	Height
Publication/Trim:	11"	15.25"
Tabloid page:	11"	15.25"
Tabloid bleed page:	11.25"	15.5"
Tabloid bleed spread:	22.25"	15.5"
Junior page:	7"	10"
Junior bleed page: (live area 7" x 10")	8.3125"	11.4375"
Junior bleed spread:	16.25"	11.4375"
1/2 page horizontal:	10"	6.5"
1/3 page:	7"	6"
1/4 page:	4.75"	6.5"
1 Column (b&w only):	2.125"	14"
1/2 Column (b&w only):	2.125"	7"

Outer wrap: Call (312) 836-7326 for specifications

## Official Program

The *Official Program* of the CDS Midwinter Meeting is available to every dental professional who attends the meeting. The program includes information regarding the educational courses, scientific programs, Guide to Technical Exhibits (including a map of the Exhibit Hall) and CDS events held during the meeting.

Because this pocket-sized program is the primary source for the classroom numbers dental professionals need during the meeting, it provides an excellent medium for advertisers.

### DISPLAY ADVERTISING RATES

Outside back cover:	\$5,900 (includes four color)
Inside front cover:	\$4,600 (includes four color)
Inside back cover:	\$4,600 (includes four color)
Inside page:	\$3,175 (black and white)

### COLOR RATES

Standard color:	Add \$600 per page
Matched color:	Add \$650 per page
Metallic color:	Add \$750 per page
Four-color:	Add \$1,100 per page

Color proofs required on all color ads.

### DEADLINES

Insertion deadline:	December 3, 2007
Materials deadline:	December 28, 2007

## OFFICIAL PROGRAM MECHANICAL REQUIREMENTS

Inside front and inside back cover

Unit	Width	Height
Publication size:	4.25"	9"
Bleed:	4.5"	9.25"
Trim:	4.25"	9"

Inside pages

Unit	Width	Height
Publication size:	4.5"	9"
Bleed:	4.75"	9.25"
Trim:	4.5"	9"

Please note: CDS recommends a .125" bleed on all sides and a .25" safety margin for type and any other critical copy on ads appearing on all but the first and last pages and inside covers. We recommend .625" margin at the gutter on ads appearing on the first and last pages and inside covers.

## Other Marketing Opportunities

### MIDWINTER MEETING HOTEL ROOM LITERATURE DISTRIBUTION

Have literature about your product delivered to hotel rooms of dental professionals. In-room distribution not only offers more product exposure, but it also helps attendees find your company in the Exhibit Hall. Give meeting participants and guests a firsthand, exclusive opportunity to review your products and services before they attend the meeting. This program offers limited participation and sells out quickly.

### CDS WEB SITE EXPOSURE

URL: [www.cds.org](http://www.cds.org)

Banner advertising: \$400 per month

Six months: 10% discount

12 months: 20% discount

CDS Home pages: \$800 per month (discounts apply)

Midwinter Meeting home page: \$1,000 per month (during pre-registraton)

Between November and February, an average of 60,000 people visit our Web site daily to read the Preliminary Program and to register for the Midwinter Meeting. Throughout the year, the Web site receives an average of more than 4,500 hits per day.

## Indemnity clause

The publisher is not responsible for errors in the index of advertisers. Advertisers and advertising agencies assume liability for all content (including text, representations and illustrations) or advertisements printed, and also assume responsibility for claims arising there from made against the publisher.

The publisher shall not be liable for any failure to print, publish or circulate all or any portion of any issue in which an advertisement accepted by the publisher is contained if such failure is due to acts of God, acts of government, acts of suppliers, acts of U.S. Postal Service, strikes, accidents or other circumstances beyond publisher's control.

In consideration of publication of an advertisement, the advertiser and the agency, jointly and severally, will indemnify and hold harmless the publisher, its officers, agents and employees against all expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including, but not limited to, claims or suit for libel, violation of right of privacy, copyright infringement or plagiarism.

## Discounts

CDS offers a 15 percent discount on space, insert and bleed charges if the invoice is paid within 30 days of the invoice date. All other charges are non-commissionable. No cash discounts are accepted.

## Payment terms

Payment is due within 30 days of the invoice date. If payment is not received within 30 days, a new invoice will be cut reflecting the cancellation of the 15 percent agency commission discount. An additional 1.5 percent penalty will also be charged. If payment has not been received within 60 days of the original invoice date, an additional 1.5 percent late fee charge will be added.

## Overized ads

Advertisements submitted with dimensions differing from those listed here under "Mechanical Requirements" for any publication are subject to a 10 percent additional charge.

Bleed ads: No additional charge

## How to place your display advertising

To place your insertion order or for information regarding display advertising in any CDS publication, please contact:

Dean Mather  
M.J. Mrvica Associates, Inc.  
2 W. Taunton Ave.  
Berlin, NJ 08009

Phone: (856) 768-9360  
Fax: (856) 753-0064  
e-mail: dmather@mrvica.com

## How to submit your advertising materials

All ads must be sent on CD or e-mailed to CDS. Ads sent as film or camera-ready artwork will be subject to a 10% surcharge.

CDS prefers that advertisements be sent as high-res PDF files. Ads submitted as PDF files may be e-mailed to [tlong@cds.org](mailto:tlong@cds.org). However, for security purposes, please notify CDS before sending files by e-mail.

CDS also accepts files created using QuarkXPress, Adobe Illustrator, Adobe Photoshop and Adobe InDesign 2.0 or later. CDS works with printers that accept both PC and Mac files. If you submit your ad in any format other than high-res PDF, be sure to include a printed proof and all fonts and graphics along with your layout. If you have any questions about submitting your ad, call (312) 836-7326, or e-mail [tlong@cds.org](mailto:tlong@cds.org). For security purposes, please call or e-mail before sending files by e-mail.

Send all materials to:

Advertising  
Chicago Dental Society  
401 N. Michigan Ave., Suite 200  
Chicago, IL 60611-5585

Phone: (312) 836-7326  
Fax: (312) 836-7337  
e-mail: [tlong@cds.org](mailto:tlong@cds.org)  
Web: [www.cds.org](http://www.cds.org)

## 143rd Midwinter Meeting

McCormick Place, Chicago  
February 21-24, 2008  
Scientific Sessions: Thursday-Sunday, February 21-24, 2008  
Commercial Exhibits: Friday-Sunday, February 22-24, 2008

