



REVIEW

2012 Editorial Calendar

Revised: January 11, 2012 (Subject to change)

The CDS Review is the official membership magazine of the Chicago Dental Society. Following is the proposed 2012 editorial schedule for feature articles.

ISSUE	FEATURE ARTICLE TOPICS	DEADLINES
January/February <i>In mailboxes by January 15</i> *Circulation: 9,000	<ul style="list-style-type: none"> • 2012 Midwinter Meeting preview • Introduction to 2012 CDS Officers • Healthcare events: Why they are making a difference • Branch News: Member news section 	Insertion: Dec. 1, 2011 Materials: Dec. 15, 2011
March/April <i>In mailboxes by March 25</i> <i>Circulation: 8,000</i>	<ul style="list-style-type: none"> • 2012 Midwinter Meeting recap • Hobbies: Why they are also good for your career • Give Kids a Smile Day 	Insertion: Feb. 15, 2012 Materials: Feb. 22, 2012
May/June <i>In mailboxes by May 15</i> <i>Circulation: 8,000</i>	<ul style="list-style-type: none"> • Social media and the business of dentistry • Branch News: Member news section 	Insertion: April 1, 2012 Materials: April 15, 2012
July/August <i>In mailboxes by July 15</i> <i>Circulation: 8,000</i>	<ul style="list-style-type: none"> • Preparing emotionally for retirement • Special Olympics/Special Smiles • Mission of Mercy in Lake County • 2012-13 CDS Meetings Guide 	Insertion: June 1, 2012 Materials: June 15, 2012
September/October <i>In mailboxes by Sept. 15</i> <i>Circulation: 8,000</i>	<ul style="list-style-type: none"> • Special insert: Wealth management • Update on economic conditions • CDS summer picnic • Branch News: Member news section 	Insertion: Aug. 1, 2012 Materials: Aug. 15, 2012
November <i>In mailboxes by Nov. 1</i> *Circulation: 9,000	<ul style="list-style-type: none"> • Preliminary Program: The official guide to the 2013 Midwinter Meeting (Readers use as a reference tool for registration) 	Insertion: Sept. 7, 2012 Materials: Sept. 21, 2012
December <i>In mailboxes by Dec. 1</i> <i>Circulation: 8,000</i>	<ul style="list-style-type: none"> • The power of charity care • American Dental Association and Illinois State Dental Society annual meetings coverage • Branch News: Member news section 	Insertion: Oct. 28, 2012 Materials: Nov. 11, 2012

Contact our ad sales reps, Fox Associates, to place your ad or request a media kit

Fox-Chicago

116 W. Kinzie St., Chicago, IL 60654
 800.440.0232, 312.644.3888, Fax: 312.644.8718

Fox-New York

347 Fifth Ave., Suite 1101, New York, NY 10016
 800.826.3032, 212.725.2106, Fax: 212.779.1928

Fox-Los Angeles

1445 E. Los Angeles Ave., Suite 301, Simi Valley, CA 93065
 805.522.0501, Fax: 805.522.0504

Fox-Detroit

6765 Woodbank Dr., Bloomfield Hills, MI 48301
 248.626.0511, Fax: 248.626.0512

Fox-Atlanta

3685 Bellegrave Ridge, Marietta, GA 30062
 770.977.3225, Fax: 888.853.9234

Fox-Phoenix

14300 N. Northsight Blvd., Suite 118, Scottsdale, AZ 85260
 480.538.5021, Fax: 480.367.1110

How to submit your advertising materials

All ads must be sent in digital format. 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, but also accepts files created using QuarkXPress, Adobe Illustrator, Adobe Photoshop and Adobe InDesign 2.0 or later.

Do not send files created using Microsoft software.

Our printers accept both PC and Mac files.

Ads submitted as high res PDF files may be e-mailed to tlong@cds.org or posted to a file sharing website such as Yousendit.com (<http://www.yousendit.com>). In order to avoid having your ad file blocked as spam, please call Tom Long at 312.836.7326 or e-mail tlong@cds.org before sending files by e-mail. If you submit your ad in any format other than high-res PDF, be sure to send it on CD. Include a printed proof and all fonts and graphics with your layout.

Send all materials to:

Chicago Dental Society
 401 N. Michigan Ave., Suite 200, Chicago, IL 60611-5585
Phone: 312.836.7326 • **e-mail:** tlong@cds.org