

# **Georgia Dental Association Advertising Guide**

**Georgia Dental Association  
7000 Peachtree Dunwoody Road NE  
Suite 200, Building 17  
Atlanta, Georgia 30328  
<http://www.gadental.org>**

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## MARKET:

The Georgia Dental Association ("GDA") is the state professional service organization for dentists. The GDA is the focal point for activities within the dental community. The journal of the Association, *GDA Action*, is published monthly for members and is the focal point for news related to the Association, clinical information, and other material of interest to dentists, including legislation, socio-economics, and public service. With a *GDA Action* ad, your message will reach professionals who are: 1) Highly educated; 2) Interested, involved, and influential in their profession and community; and 3) In charge of an above average income.

## DEADLINE:

First of the month prior to the publication month.

## FREQUENCY:

Monthly.

## CIRCULATION:

3,500.

## RATES:

### DISPLAY ADVERTISING

Prices listed below are the cost to place a single ad in a single publication. If you request special placement for an ad, please add \$200 to the cost of your ad per month.

Ad Size	1-6 Times Per Year	7-12 Times Per Year
Full Page	\$1350 (color only)	\$1300 (color only)
Half Page	\$450 (black/white)*	\$390 (black/white)*
1/3 Page	\$350 (black/white)*	\$290 (black/white)*
1/6 Page	\$300 (black/white)*	\$275 (black/white)*
Back Cover	\$1500 (color only)	\$1500 (color only)

\*To add color to the cost of a half page, third page, or sixth page ad, add \$200 to the single month black/white ad cost.

### CLASSIFIED ADS

#### ADA Member Dentists:

\$50 for up to 60 words per ad per month; 25 cents per word over limit. Paid-for ads placed for free on GDA web site. This option is for ADA Member Dentists only. All ads must be prepaid.

#### Commercial Firms:

\$195 per ad per month for an up-to-60-word ad in GDA journal. Ads subject to editorial approval. Commercial firm cannot be associated with a non-ADA member dentist. All ads must be prepaid.

## MECHANICALS:

Ad Size	Width	Height
Full Page	7.5 inches	10 inches
Half Page	7.5 inches	4.875 inches
1/3 Page	5 inches	4.875 inches
1/6 page	2.25 inches	5 inches
Back Cover	7.5 inches	6.25 inches

- Finished journal size is 8.5" x 11"
- *GDA Action* is printed offset with saddle-stitched binding.
- Halftones and color photos should be 133 line screen.
- Full page ad bleed size: add 1/8" to finished journal size (8.5" x 11").
- Proofs must accompany all color and B/W ad submissions.
- Advertisers will be billed for requested alterations to ads.

## INSERTS:

Commercial firms (not those run by a non-ADA member dentist) may request to have a pre-printed insert placed in an issue. All inserts must be pre-approved by the GDA prior to placement. Approved inserts must be pre-printed for a press run of 3,500 and delivered to the GDA ready for binding by the first of the month before the publication month. Insertion of a standard insert, one that may be machine stitched, will cost \$650. A non-standard insert will incur additional charges. Advertisers will be informed of the charge during the pre-approval process. **DO NOT print your insert before you receive GDA approval and price confirmation.** The GDA cannot accept non-approved inserts.

## IMPORTANT THINGS TO REMEMBER:

- + New ads must be paid for in advance of publication.
- + The GDA requests that all ad payments be made by check (make out to Georgia Dental Association).
- + Charges for ad changes and layout alterations will be billed to the advertiser.
- + All ads are subject to GDA editorial approval. Ad submission does not guarantee placement.
- + GDA 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.

# GDA ADVERTISING CONTRACT

Publisher: Georgia Dental Association (GDA)  
 7000 Peachtree Dunwoody Road NE  
 Suite 200, Building 17, Atlanta GA 30328-1655  
 Phone: (800) 432-4357 GA only; (404) 636-7553  
 Fax: (404) 633-3943 • Email: chandler@gadental.org

The GDA does not allow agency discounts or commissions.

**Agency Name** \_\_\_\_\_  
**Advertiser Name** \_\_\_\_\_  
**Mailing Address** \_\_\_\_\_  
 \_\_\_\_\_  
**Phone & Fax** \_\_\_\_\_

## Year 2007

## Year 2008

**Order Date:** \_\_\_\_\_

**Ad Start Date (Month):** \_\_\_\_\_

**# Ads Per Issue:** \_\_\_\_\_

**# Months Ad Runs:** \_\_\_\_\_

**Advertiser Instructions:**  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Month	Ad Size	Charge
January		
February		
March		
April		
May		
June		
July		
August		
September		
October		
November		
December		

January		
February		
March		
April		
May		
June		
July		
August		
September		
October		
November		
December		

1. Submit all advertising contracts and copy to the GDA office (address above).
2. Submit all advertising contracts and copy to the GDA by the FIRST of the month prior to the publication month. Contracts and copy not received by the deadline for a specific month's journal are not guaranteed placement.
3. The GDA expressly reserves the right to refuse publication of any advertisement. Payment submission does not guarantee placement.
4. The GDA can accept advertisements in a variety of formats. However, the format must be approved by the GDA.
5. Please contact the GDA about your ad's format.
6. Advertisers will be billed for advertiser-requested changes and corrections.
7. The GDA cannot guarantee advertisement positioning. Competing advertisements will be separated if possible.
8. New GDA advertisers are required to pay for their first advertisement in advance of publication.  
 Signing this contract indicates acceptance of the terms and conditions set forth herein as well as those attached on the reverse as Exhibit A.
9. Make copies of this contract for your files.

**PUBLISHER**

Georgia Dental Association, Inc.

**By:** \_\_\_\_\_  
**Its:** \_\_\_\_\_  
**Date:** \_\_\_\_\_

**ADVERTISER**

\_\_\_\_\_ (Company)

**By:** \_\_\_\_\_  
**Its:** \_\_\_\_\_  
**Date:** \_\_\_\_\_

# EXHIBIT A: Terms and Conditions for the GDA Advertising Contract

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 Georgia Dental Association, Inc. 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 *GDA Action* journal. 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, judgment, 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 (1.5%) 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, copyrighted 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 ERRORS 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 contact 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 contact 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.