2018 Advertising Guide

www.gadental.org

404.636.7553
Since 1859, the Georgia Dental Association has been helping members succeed as health care professionals, small business owners, and critical components of their communities. Every step of the way, members have turned to their trusted association journal for news and in-depth features. Placing a display or classified advertisement in GDA Action is one of the most effective ways for companies and organizations to reach the 3,300 members of the Georgia Dental Association with their products and services, items for sale, offices for sale, or positions available. GDA Action is published 10 times a year and mailed to member dentists. The publication is also sent to a number of organizations affiliated with the dental community. The journal is consistently rated as one of the most valuable benefits that GDA dentists enjoy. Your advertisement can add value to our publication and bring you the results you want.

There are exciting new avenues to explore as we expand content from GDA Action onto the newly-revamped GDA website, weekly GDA E-Connect newsletter, and GDA social media sites such as Facebook and Twitter. Reach out to our advertising department for ways to share your message across these diverse mediums.

Prices listed are the cost to place a single ad in a single month. If you request special placement for an ad, please add $200 to the cost of the ad per month. Non-GDA member dentists or commercial firms associated with or owned by non-GDA member dentists may not place display ads.

The prices herein stated are for the 2018 calendar year and are effective beginning October 1, 2017. The GDA reserves the right to review and publish new rates for the 2019 calendar year.

**Display Advertising**

- **Prices listed are the cost to place a single ad in a single month. If you request special placement for an ad, please add $200 to the cost of the ad per month. Non-GDA member dentists or commercial firms associated with or owned by non-GDA member dentists may not place display ads.**

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>1-6 Times Per Year</th>
<th>7-10 Times Per Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$1400 (color only)</td>
<td>$1350 (color only)</td>
</tr>
<tr>
<td>Half Page</td>
<td>$500 (black/white)*</td>
<td>$440 (black/white)*</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$400 (black/white)*</td>
<td>$340 (black/white)*</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$350 (black/white)*</td>
<td>$325 (black/white)*</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$1550 (color only)</td>
<td>$1500 (color only)</td>
</tr>
</tbody>
</table>

* 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.

**Display Ad Mechanics**

- **Full Page-Color Only**
  - 7.5 inches x 10 inches

- **Half Page**
  - 7.5 inches x 4.875 inches

- **1/3 Page**
  - 5 inches x 4.87 inches

- **1/6 Page**
  - 2.25 inches x 6.25 inches

* Finished journal size is 8.5" x 11".

* GDA Action is printed offset with saddle-stitched binding.

* All advertisers must complete and submit the payment forms in this guide.

* 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.

**Classified ads**

*(Subject to editorial approval)*

- **GDA Member Dentists:**
  - $75 for up to 60 words per ad per insertion; 25 cents per word over limit. Paid ads will be placed on [www.gadental.org](http://www.gadental.org). This option is for GDA Member Dentists ONLY. All ads must be prepaid. [To place a classified ad, visit www.gadental.org/advertise](http://www.gadental.org/advertise)

- **Commercial Firms:**
  - $195 per ad per insertion for an up-to-60-word ad. Firm cannot be associated with or owned by a non-GDA member dentist. Firms owned by non-dentists allowed. All ads must be prepaid. Pre-paid ads placed on GDA web site. [To place a classified ad, visit www.gadental.org/advertise](http://www.gadental.org/advertise)
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 3,800 and delivered to the GDA ready for binding by six weeks prior to the publication month. The insertion must be a standard insert that may be machine stitched. 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.

Please contact GDA for pricing.

**Important Points to Remember**

- Charges for ad changes and layout alterations requested by an advertiser will be billed to the advertiser.
- All ads are subject to editorial approval. Neither ad nor payment submission guarantees 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, but this cannot be guaranteed.
- All ads are governed by the contract language on the front and back of each signed contract.
- Ad deadlines and an editorial schedule are available at gadental.org/advertise.

---

**Payment Submission Instructions**

Return signed contracts and payment forms to advertising@gadental.org, or by mail to:

Attn: GDA Action Advertising  
Georgia Dental Association  
7000 Peachtree Dunwoody Rd. NE  
Suite 200, Building 17  
Atlanta, Georgia 30328

We accept check, MasterCard, Visa, and American Express.
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 “Agency 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, repairation, 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 in 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 Advertising 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 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.
1. Submit all advertising contracts and artwork to GDA by the 6 weeks prior to publication. (e.g. October 15 for December publication).
2. 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.
4. Your submission of payment and / or advertising artwork does not guarantee placement.
5. The GDA cannot guarantee advertisement positioning.
6. Signing this contract indicates acceptance of the terms and conditions set forth herein as well as those outlined in Exhibit A.
7. Make copies of this contract for your files.

### Display Advertising Form

<table>
<thead>
<tr>
<th>Display Order Date</th>
<th>Display Start Month</th>
<th># Displays Per Issue</th>
<th># Months Display Runs</th>
<th>Special Instructions</th>
</tr>
</thead>
</table>

**Month** | **Ad Size** | **Cost**
--- | --- | ---
January | | |
February | | |
March | | |
April | | |
May | | |
June | | |
July/August | | |
September | | |
October | | |
Nov/Dec | | |

**Month** | **Ad Size** | **Cost**
--- | --- | ---
January | | |
February | | |
March | | |
April | | |
May | | |
June | | |
July/August | | |
September | | |
October | | |
Nov/Dec | | |

---

<table>
<thead>
<tr>
<th>ADVERTISER</th>
<th>PUBLISHER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name</td>
<td>Georgia Dental Association, Inc.</td>
</tr>
<tr>
<td>Company</td>
<td></td>
</tr>
<tr>
<td>Title</td>
<td></td>
</tr>
<tr>
<td>Signature</td>
<td></td>
</tr>
<tr>
<td>Date</td>
<td></td>
</tr>
</tbody>
</table>

---

The GDA does not allow agency discounts or commissions.
Once Completed: Return via fax to (404) 633-3943 or email accounting@gadental.org

---

**Cardholder Name**

---

**Cardholder Name** (as shown on card)  
---

**Billing Address**

---

City  Zip Code

**Day Telephone #**

---

**Select Card Type**

- AMEX
- VISA
- MASTERCARD
- DISCOVER

**Credit Card Number**

---

**Expiration Date**

---

**Security Code on Back of Card**

3 or 4 digit code required

**Amount Authorized**

$  $5.00  $

Convenience Fee added to Amount Authorized  
Amount Authorized + Convenience Fee

**Card Holders Approval**

Print your Name  Signature  Date

---

**PAYMENT PROCESSING USE ONLY**

---

**Approval Code**  Date

**Processor's Initials**  BATCH ID #

**Department**

---

**Reason for Payment**  Georgia Dental Association Advertising
Please Check the Appropriate Method of Billing:

____ One Time Use: I hereby authorize Georgia Dental Association ("GDA") to charge the indicated credit card the amount indicated in this billing statement. This is a one-time charge authorization. I am not authorizing GDA to set up my account within a recurring billing system. Instead, I prefer to pay by check or money order on all future invoices I understand that if I want GDA to charge any balances to my credit card in the future, I will need to submit another authorization form at that time or choose the selection below.

____ Recurring Billing: I hereby authorize GDA to charge the indicated credit card on a (monthly/yearly) basis for the amount due under my contract with GDA as indicated in this billing statement. This Recurring Payment Authorization/Periodic Charge shall remain in force until cancelled by me in writing at least 30 days prior to the next billing date. If the payment date falls on a weekend or holiday, I understand that the payment may be tendered on the next business day.

Authorization

By executing this agreement, I hereby authorize GDA to charge my credit card for the amount(s) indicated in this billing statement. I agree that this is either a one time or a periodic charge that will be made as indicated hereinabove. To terminate the periodic/recurring billing process, I must send written notice to GDA at least 30 days prior to the next billing date. If I elect the periodic/recurring billing process and fail to provide such written notice of cancellation to GDA, I understand that my credit card will continue to be automatically charged until GDA receives my written notice. I also understand that all account cancellations must be made in writing. I will not dispute GDA's recurring billing with my credit card issuer so long as the amount in question was for services rendered prior to my canceling my account in the manner required. I guarantee and warrant that I am the legal cardholder for this credit card and that I am legally authorized to enter into this one time or recurring billing agreement with GDA.

Signature of Card holder (Required): ____________________________  Date: ____________________