



HARBOR DENTAL SOCIETY ADVERTISING

Dear Potential Advertiser:

The **HARBOR DENTAL JOURNAL** is a well-read, local dental publication serving over 700 dentists in 28 cities within the Long Beach/Los Angeles Harbor community. This captive audience, coupled with attractive advertising rates can provide your business with excellent exposure to our local dental community. The Harbor Dental Journal is a dynamic digital publication produced four times a year (January-March, April-June, July-September, October-December) – leaving a lighter footprint by going greener!

Five Features of the digital JOURNAL:

1. Sharp, full screen viewing with zoom in and out, print, bookmarks, plus much more
2. Intuitive, page-turning for an engaging experience with 'live' links for quick access to your company information, website, landing page or email
3. Easy to use option to navigate from page to page
4. Multiple ways to view articles that makes it a pleasure to read
5. Full-text search and highlighted search so you can find content quickly

Our Journal is also distributed to dental schools, libraries, businesses and the other 31 dental societies in California. Enclosed you will find rate information along with an insertion order. If an ad in the Harbor Dental Journal fits into your advertising program, please fill out and return the enclosed application forms. Feel free to call Janet Garcia at the Society's business office at (562) 595-6303 for further information.

COMPANY LOGO ON HARBOR WEBSITE – www.harbordentalsociety.org. Harbor has a responsive website for its members and dental professionals to find up-to-date resources, events, relevant news, and much more. You can have an online presence for a nominal price of \$1200 per year, with a homepage placement. This is a cost-effective investment offering high exposure to member-dentists.

We look forward to working with you!

Kristin

Kristin Avina

Executive Director

HARBOR DENTAL SOCIETY

Enclosures

POLICY STATEMENT AND ADVERTISING RATES

(effective: 01-01-2019)

ESTABLISHED: 1955

CIRCULATION:

1. 700 per issue
2. Coverage: Twenty-seven (27) cities in Long Beach/Harbor area.
3. Character of Circulation: A local digital publication with circulation serving all members of the Harbor Dental Society (a component of the California and American Dental Associations), their hygienists, and office personnel.
4. Subscription sales exclusively.

ISSUANCE:

1. Frequency: four issues
2. Target Issue dates: mid-February, mid-May, mid-August, mid-November.
3. Advertising deadline: First Friday of month preceding issue.

PUBLICATION SET COPY:

Lacking a layout or specific instructions, copy will be set at publication's discretion. Alterations will be charged to the advertiser. **Please email to Janet@HarborDentalSociety.org**

ACCEPTANCE OF ADVERTISING:

Advertising is subject to approval by the Editorial Board of Harbor Dental Society.

NON-MEMBER SUBSCRIPTIONS AND INCLUDED IN HARBOR MEMBERSHIP DUES:

\$15.00 yearly

ADVERTISING RATES:

1 ISSUE

Half Page	\$200 MOST POPULAR!
Quarter Page	100
Business Card Size	75
Mini Size	45

MECHANICAL REQUIREMENTS:

Half Page Size	4-1/2 inches x 8 inches (copy should be horizontal)
Quarter Page Size	4-1/2 inches x 4 inches
Business Card Size	2-1/8 inches x 4 inches
Mini Size	2-1/8 inches x 2 inches

CLASSIFIED ADVERTISEMENTS:

(Free to Harbor Dental Society Members)

\$10.00 for the first 15 words; \$3.00 for each additional 10 words thereafter.

COMPANY LOGO ON HARBOR'S WEBSITE: \$1200 per year (Homepage)

Website logo specifications: CMYK 300 DPI, jpg file, size 240px w x 120px h.

HARBOR DENTAL SOCIETY

ADVERTISING CONTRACT FOR AD IN THE JOURNAL / LOGO ON WEBSITE

Name: _____

Address: _____

Contact Person: _____

Telephone: _____ Email address: _____

Size of Ad: _____ Number of Issues: _____

Camera ready ad copy to: Janet@HarborDentalSociety.org Amount enclosed: _____

Website logo (jpeg) to: Janet@HarborDentalSociety.org Amt enclosed (\$1200): _____

The Harbor Dental Society is authorized to insert in **THE HARBOR DENTAL JOURNAL** our advertisement, and/or the logo on **THE HARBOR WEBSITE** as attached. We understand that all advertising copy and company logo for the website is subject to approval of the editorial staff. Please note: The cost of artwork and preparation for artwork will be the responsibility of the advertiser. Advertisers will be billed for advertisements that are submitted without appropriate camera-ready artwork. Harbor reserves the right to decline, withdraw or modify all type of ads at Harbor's discretion, in addition to if there is suspicion of misrepresentation. All ads must be prepaid. NO REFUNDS.

Authorized signature

Date

<p>Return form with check made payable to: Harbor Dental Society HARBOR DENTAL SOCIETY 4010 WATSON PLAZA DRIVE, SUITE 210 LAKEWOOD, CA 90712 T. (562) 595-6303 F.(562) 426-4550 Email: Janet@HarborDentalSociety.org OR PROVIDE AN AMEX, MC or VISA CREDIT CARD NUMBER WITH EXPIRATION DATE AND ZIPCODE FOR BILLING ADDRESS OF CARD.</p>
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Payment: Visa/Master Card/AMEX/Check (Circle one)

Name on Credit Card: _____

Credit Card Number: _____

Exp. Date _____ Zip Code of Credit Card _____

Email address: _____

THANK YOU FOR YOUR ORDER!

ADVERTISING POLICY

- All advertising is subject to acceptance by the Harbor Dental Society as to character, content, layout, text and design.
- Accepted advertising must be related to dentistry or provide a benefit to the membership.
- The advertisements must be accurate, legal, ethical, and in appropriate taste as determined by the editorial staff.
- Advertising by non-ADA member dentists for services provided which directly compete with the services provided by HDS member dentists will not be accepted.
- Advertising ad format is limited to display ads only and **MUST BE** submitted as camera ready art format (minimum 300 dpi in CMYK, JPEG or PDF format).
- Written articles will not be accepted as advertising
- Multiple insertion contracts must be completed within one year from date of first insertions to earn a frequency discount. If advertiser chooses to not fulfill the term of the contract, they will be required to pay the "single insertion" price for ads already placed.
- Cancellations must be received in writing prior to publications deadline date. No cancellations will be accepted after the deadline. Acceptance of any ad after deadline is subject to approval of HDS.
- Publisher shall not be liable for any cost or damages if for any reason ad fails to be published in the issue selected by advertiser.
- Advertising is accepted with the understanding that all terms, conditions in the advertising policies are acceptable to the advertiser and/or his agent.
- Harbor Dental Society prohibits advertisements directly or indirectly participating in political campaigns on behalf of (or in opposition to) any candidate for elective public office.

I hereby acknowledge that I have read and agree to the above HDS Advertising Policies.

Authorized by:

Title:

Signature:

Date