

Print Advertising Rates: Preliminary Guide

Mechanical Requirements

Printing Method: Full colour, CMYK, Offset lithography

Binding: Saddle-stitched (Preliminary Guide), Perfect Bound (Final Guide)

Screen: Halftone screen, 150 lpi (line screen)

Electronic Material: Digital files only. PDF/X-1a files. Other acceptable file formats include: eps, tiff (minimum resolution 300 dpi)

To ensure the accuracy of all advertisements, a full-size colour proof must be provided. Publisher shall not be liable for any advertisements received without a colour proof.

Submissions: Email to vhatzopoulos@oda.ca

See: Terms and Conditions page 24

Preliminary Guide Advertising Rates

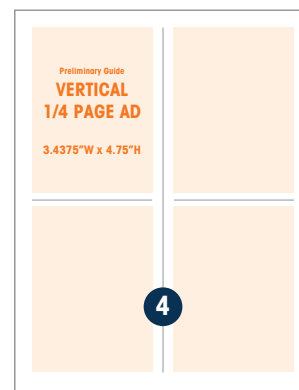
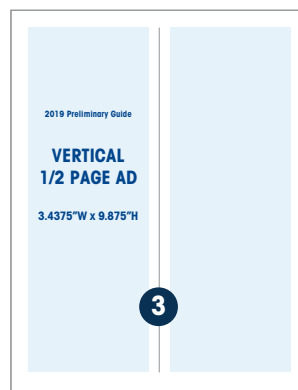
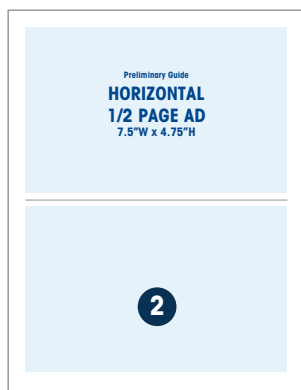
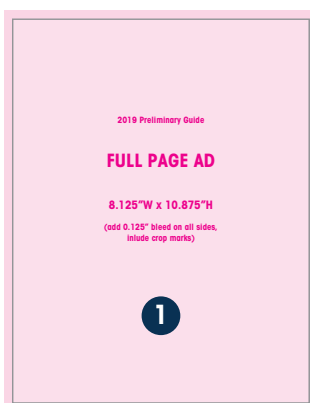
	SIZE	4-Colour	B & W
1 Full Page (Trim) Full Page (Bleed)	8.125" x 10.875" 8.375" x 11.125"	\$2,400	\$1,500
2 1/2 Page 3 - horizontal or - vertical	7.5" x 4.75" 3.4375" x 9.875"	1,500	950
4 1/4 Page 5 - vertical or - horizontal	7.5" x 2.25" 3.5" x 1.75"	1,050	550
6 1/8 Page 7 - horizontal or - vertical	7.5" x 0.9916" 3.4375" x 2.25"	650	350

COVERS (4-Colour only)

OBC (Trim)	8.125" x 10.875"	\$3,300	—
OBC (Bleed)	8.375" x 11.125"		
IFC/IBC (Trim)	8.125" x 10.875"	3,100	—
IFC/IBC (Bleed)	8.375" x 11.125"		

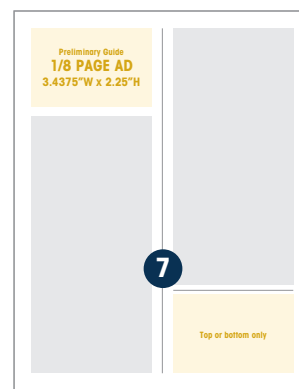
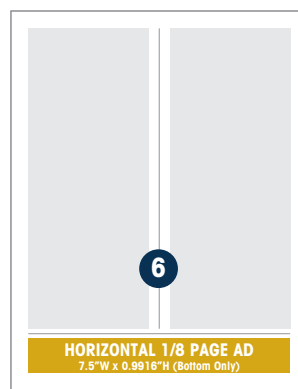
Preliminary Guide Space Closing
November 6, 2019

Preliminary Guide Material Closing
November 13, 2019



Discounted combination rates are available – please contact us for details!

	DIMENSIONS
Full Page (Trim)	8.125" x 10.875"
Full Page (Bleed)	8.375" x 11.125"
1/2 Page Horizontal	7.5" x 4.75"
1/2 Page Vertical	3.4375" x 9.875"
1/4 Page Horizontal	3.5" x 1.75"
1/4 Page Vertical	7.5" x 2.25"
1/8 Page Horizontal	7.5" x 0.9916"
1/8 Page Vertical	3.4375" x 2.25"



Print Advertising Rates: Final Program

Final Program Advertising Rates

		SIZE		4-Colour	B & W
7	Full Page (Trim)	4.5"	x	9"	\$3,100
	Full Page (Bleed)	4.75"	x	9.25"	
8	1/2 Page Horizontal	3.5"	x	3.75"	2,100
9	1/4 Page Horizontal	3.5"	x	1.5"	1,200

COVERS (4-Colour only)					
OBC (Trim)	4.5"	x	9"	\$4,100	—
OBC (Bleed)	4.75"	x	9.25"		
IFC/IBC (Trim)	4.5"	x	9"	3,900	—
IFC/IBC (Bleed)	4.75"	x	9.25"		



Terms and Conditions

• 2020 Preliminary Guide and Final Program advertisers must be exhibitors at the 2020 ASM.

- Payment in full is due at time of space closing. All published rates are subject to 13% HST.
- Cancellations and space changes will not be accepted after the closing dates.

Publisher Conditions: Advertising material is subject to approval by the Ontario Dental Association.

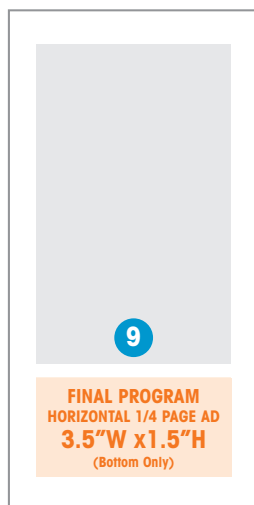
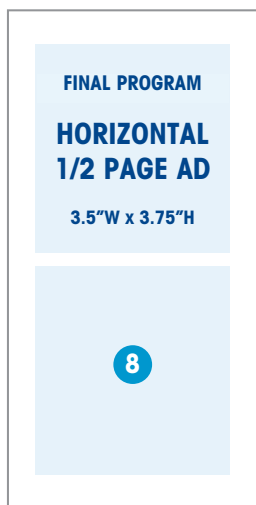
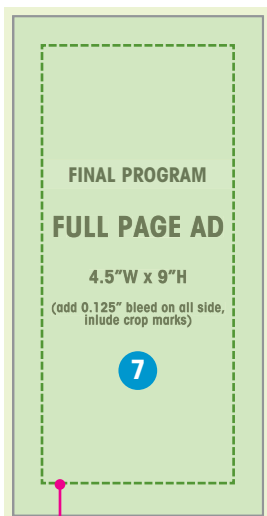
See: Mechanical Requirements on page 23

Final Program Space Closing

March 12, 2020

Final Program Material Closing

March 19, 2020



Discounted combination rates are available – please contact us for details!

	DIMENSIONS
Full Page (Trim)	4.5" x 9"
Full Page (Bleed)	4.75" x 9.25"
1/2 Page Horizontal	3.5" x 3.75"
1/4 Page Horizontal	3.5" x 1.5"

PLEASE NOTE: LIVE AREA Full page ad 3.67" x 8.25"

(see dashed pink area) See following page for detailed information.

May 7-9, 2020

Metro Toronto Convention Centre
South Building

ASM20
Annual Spring Meeting

To learn more about our exciting sponsorship and advertising opportunities, please contact:

Helen McDowell

Conference and Events Manager
Ontario Dental Association
Phone: 416-355-2274 Fax: 416-922-9571
hmcowell@oda.ca

Vicky Hatzopoulos

Exhibits and Sponsorship Coordinator
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