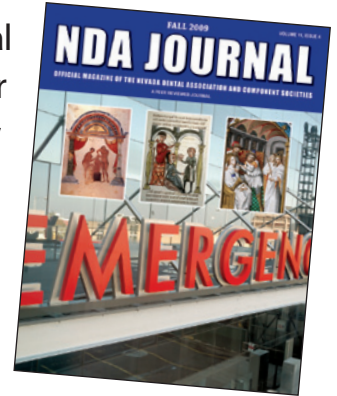




Nevada Dental Association  
**2010 NDA Journal**  
*quarterly magazine*

# Display Advertising Rates & Specifications



*NDA Journal* is the official magazine for the Nevada Dental Association. Dentists and their staff rely on the Journal for information to improve their practices, as well as to stay connected to the local community.

**Inside Covers/Full page\***  
**7.5" x 10.5"**  
 \*Inside Covers & full pages may bleed  
 Trim: 8.5 x 11  
 Bleed: 1/8": 8.75 x 11.25  
 Live area: 8 x 10.5  
 If a bleed is intended, indicate with crop marks.

**Outside Back Cover\***  
**7.5" x 7.5"**  
 \*Outside Back Cover may bleed  
 Bleed: 1/8": 8.75 x 8.625  
 Live area: 8 x 8  
 If a bleed is intended, indicate with crop marks.

## PUBLICATION SPECS

**Trim Size:** 8.5" x 11"      **Circulation:** 1,200  
**Binding:** Saddle Stitch      **Published:** Quarterly

## POSITIONS AVAILABLE

|  |   |
|--|---|
| 2/3<br>Vert.<br><b>4.9375</b><br>x<br><b>9.625</b> | 1/3<br>Vert.<br><b>2.375</b><br>x<br><b>9.625</b> |
|--|---|

1/3 Sq.  
**4.9375**  
 x **4.75**

1/2 Horiz.  
**7.5 x 4.75**

|   |   |
|---|---|
| 1/6<br>Vert.<br><b>2.375</b><br>x <b>4.75</b> | 1/2 Vert.<br><b>4.9375</b><br>x <b>7.25</b> |
|---|---|

| 4-color pricing<br>Cost per insertion | 1x      | 4x      |
|---------------------------------------|---------|---------|
| <b>Outside Back Cover</b>             | \$ 1685 | \$ 1595 |
| <b>Inside Covers</b>                  | \$ 1415 | \$ 1335 |
| <b>Full page</b>                      | \$ 1075 | \$ 1025 |
| <b>2/3 page</b>                       | \$ 695  | \$ 665  |
| <b>1/2 page</b>                       | \$ 595  | \$ 565  |
| <b>1/3 page</b>                       | \$ 495  | \$ 465  |
| <b>1/6 page</b>                       | \$ 355  | \$ 335  |

## 2010 AD DEADLINES

| Issue        | Ad space & Copy |
|--------------|-----------------|
| Winter 09-10 | <b>Dec 1</b>    |
| Spring       | <b>Mar 10</b>   |
| Summer       | <b>June 9</b>   |
| Fall         | <b>Sept 8</b>   |

Guaranteed placements (other than covers) are subject to a 15% premium.

## HOW DO I SEND MY AD?

Email ads as a **tif** or **pdf** file to: **ads@llm.com**

Or send: **on CD** • ftp upload: **llm.com/upload.html**

- Name files clearly, indicating your company name and publication. For example NDA\_Fall10\_AAASupplies.tif
- Set artwork at a minimum of 300 dpi and imbed all fonts.
- When we receive an ad, we will email you a confirmation within 2 business days with the status of your ad.
- For ads larger than 5mb, please use our ftp site. Email ads@llm.com for details.
- Email us for more detailed specifications.

*Need us to help create an ad for you? Need help making a PDF file?*  
 LLM can help! Contact your sales rep or email ads@llm.com.

**Questions? Contact your sales rep or email ads@llm.com.**

## TO ADVERTISE

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**800-647-1511, x2233**  
**bettina@llm.com**

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