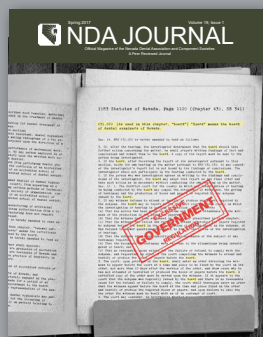




2018 NDA Journal Quarterly Magazine



About the Newsletter

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.

Reader Demographics

\$187K

is the average salary of the readership



READERSHIP

3,000

READERS PER COPY

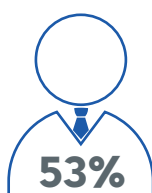
3.00

CIRCULATION

1,000

Endodontics.....	22
General Practice	479
Oral and Maxillofacial Surgery	25
Orthodontics and Dentofacial Orthopedics	48
Pediatric Dentistry.....	34
Periodontics.....	12
Prosthodontics.....	7

Members by Years Out of Dental School



0-3 YEARS



4-6 YEARS



7-9 YEARS

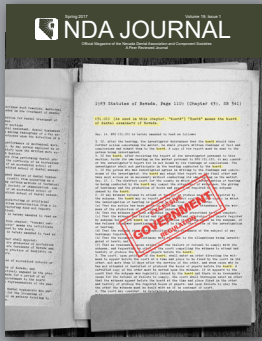


10+ YEARS

For more information, please contact:

DAN HARTZOG
800-647-1511, x2229
danh@llmpubs.com

LLM
PUBLICATIONS
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2018 NDA Journal Quarterly Magazine

Advertising Rates

	1x	4x
Back Cover*	\$ 2,040	\$ 1,640
Inside Covers*	\$ 1,700	\$ 1,450
Full Page*	\$ 1,330	\$ 1,195
2/3 Page	\$ 870	\$ 780
1/2 Page	\$ 740	\$ 660
1/3 Page	\$ 615	\$ 550
1/6 Page	\$ 440	\$ 400

***Ad sizes that can have bleeds. Set bleeds to 0.125"**

- Guaranteed placements (other than covers) are subject to a 15% premium.
- All rates are net.

CLASSIFIEDS AVAILABLE \$50 for the first 30 words, and \$0.25 for each additional word.

Deadline

- Win '17 **Dec 8**
- Spring '18 **Feb 14**
- Sum. '18 **May 16**
- Fall '18 **Aug 15**
- Win '18-'19 **Nov 12**
- Spring '19 **Feb 13**
- Summer '19 **May 15**
- Fall '19 **Aug 14**
- Win '19-20 **Nov 11**

Specifications

- Ink **Full Color**
- Trim Size **8.5" x 11"**
- Binding **Saddle Stitch**
- Published **Quarterly**

Art Requirements

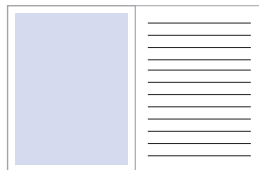
- A high resolution pdf is the preferred file format.
- All images must be 300 dpi. (Images from the web are not print quality.)
- Fonts embedded.
- For ads with bleed, export pdfs with 1/8" (0.125") bleed settings. No crop marks.
- Color requirements—All full color ad artwork must be process color (CMYK). No spot colors.

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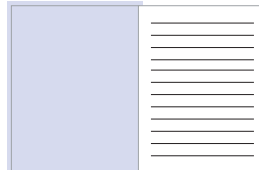


Inside Covers & Full Pages



7.5"W x 10"H

Inside Covers & Full Pages with Bleed



8.75"W x 11.25"H
Bleed: 0.125"
(8.5"W x 11"H trim size)

Back Cover



7.5"W x 7.5"H

Back Cover with Bleed



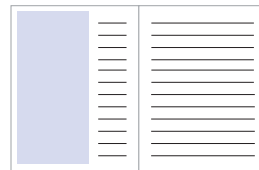
8.75"W x 8.625"H
Bleed: 0.125"
(8.5"W x 8.5"H trim size)

1/2 Page



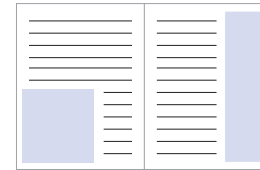
7.5"W x 4.75"H
4.9375"W x 7.25"H

2/3 Page



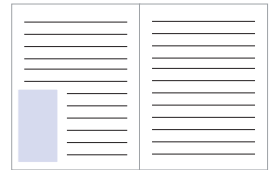
4.9375"W x 9.625"H

1/3 Page



4.9375"W x 4.75"H
2.375"W x 9.625"H

1/6 Page



2.375"W x 4.75"H

Ad Material

Upload files at www.llmpubs.com or email pdf to ads@llmpubs.com

- Name files clearly, indicating your company name and publication.
- When we receive an ad, we will email you a confirmation within 2 business days with the status of your ad.
- Email ads@llmpubs.com for more detailed specifications.

Need help creating an ad? (Free ad design up to 3 proofs.)

We can help you! Contact your sales representative.