

today's fda

Media Kit

Today's FDA is produced bimonthly by the Florida Dental Association (FDA), a constituent society of the American Dental Association. Sent to more than 8,000 Florida member dentists and subscribers, the journal features 80 pages of content. *Today's FDA* is a member publication of the American Association of Dental Editors and the Florida Magazine Association.



Florida's advocate for oral health.

fda 2023 Editorial Calendar

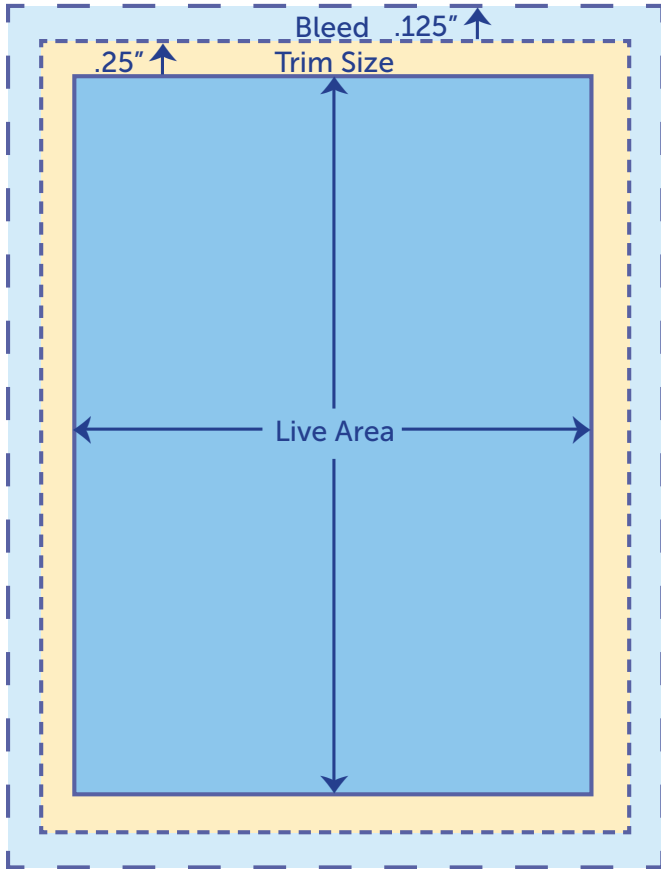


<i>Issue</i>	<i>Editorial Theme</i>	<i>Ad Due</i>	<i>Mailed</i>
Jan/Feb	Implant Dentistry	Dec. 1	First week in February
March/April	FDC/Awards	Feb. 1	First week in April
May/June	Dental Specialties	April 1	First week in June
July/Aug	Workforce/DSO	June 1	First week in August
Sept/Oct	Cyber Security	Aug. 1	First week in October
Nov/Dec	Membership	Oct. 1	First week in December



2023

Advertising Specs



Bleed

This is the area that the background color/ graphics should cover if they are to be printed to the final trim of the page.

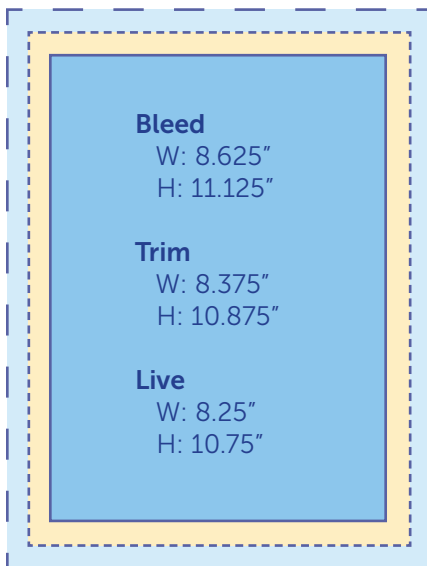
Trim Size

This is where the final cut will be made to make the page its specified size.

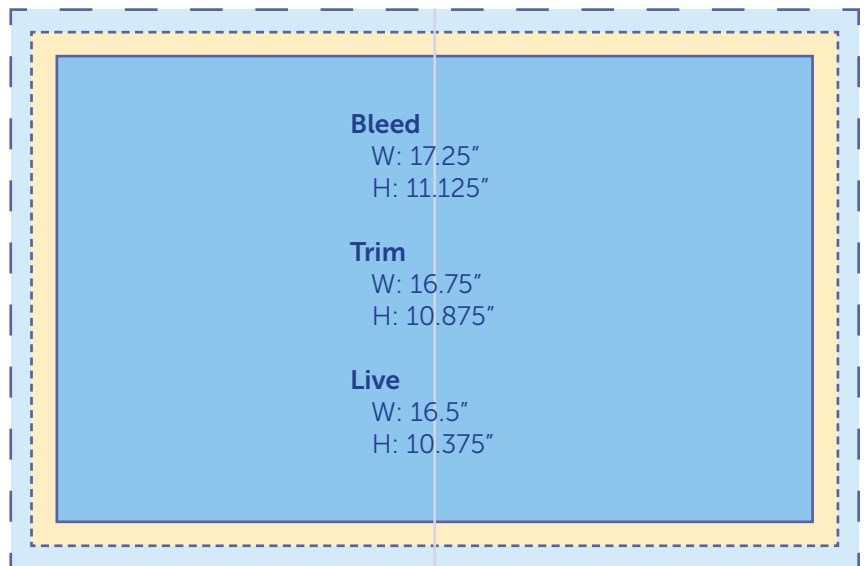
Live Area

Any text or graphics placed inside this area is safe from trimming.

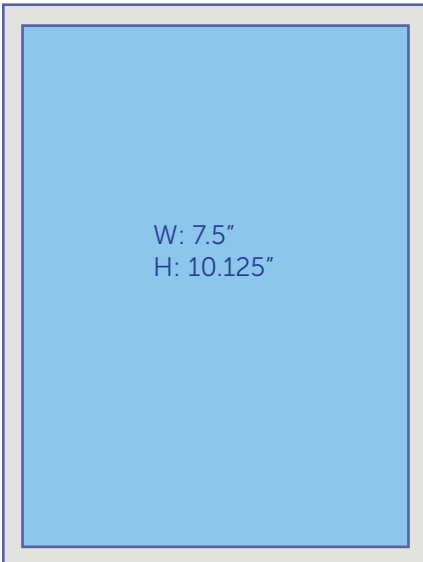
Full Page



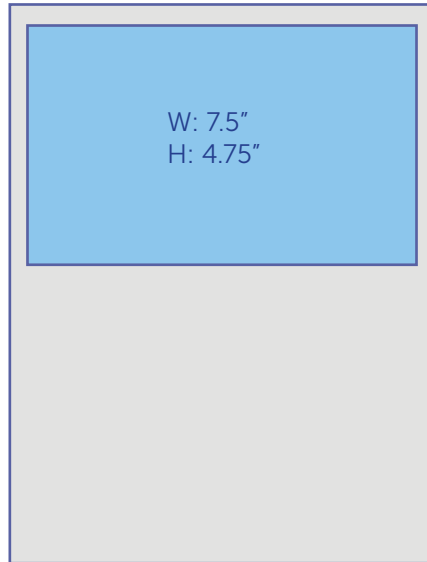
Double Truck



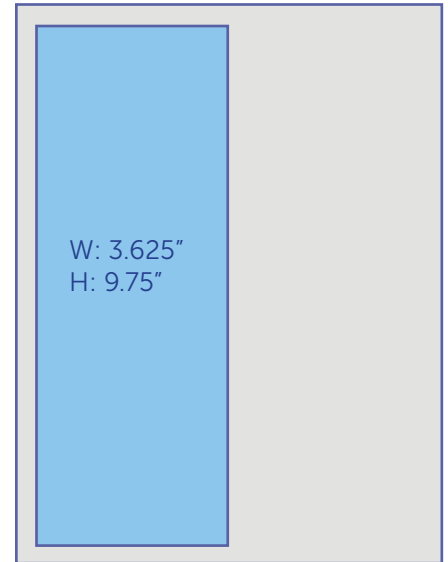
Full Page



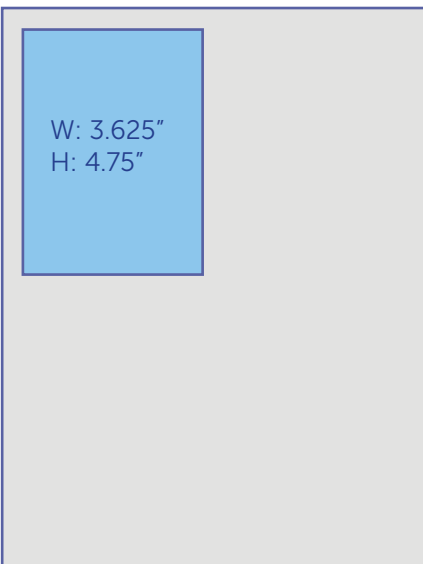
Half Page (H)



Half Page (V)



Quarter Page



Today's FDA is perfect bound, 8.375" X 10.875"

Ad size	W X H	Trim Size	Live Area
Front inside cover (full w/ bleed)	8.625" X 11.125"	8.375" X 10.875"	7.875" X 10.375"
Back inside cover (full w/ bleed)	8.625" X 11.125"	8.375" X 10.875"	7.875" X 10.375"
Double Truck (w/ bleed)	17.25" X 11.125"	16.75" X 10.875"	16.5" X 10.375"
Full pg (w/ bleed)	8.625" X 11.125"	8.375" X 10.875"	8.25" X 10.75"
Full pg	7.5" X 10.125"		
Half pg (H)	7.5" X 4.75"		
Half pg (V)	3.625" X 9.75"		
Quarter pg (V)	3.625" X 4.75"		

All ads are subject to prior approval. Acceptable file formats are jpeg, pdf, tiff or eps, and must be at least 300 dpi. Please submit ads to drhodes@floridadental.org.