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545 John Knox Road, Ste. 200, Tallahassee, FL 32303
850.350.7113 • Fax: 850.561.0504 • Email: jrunyan@floridadental.org
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.
Audience

Gender

- 71.5% Female
- 27.6% Male
- 0.9% unreported

Age

- 20-29: 6%
- 30-39: 16.3%
- 40-49: 16.1%
- 50-59: 17.8%
- 60-69: 18.8%
- 70-79: 6.6%
- 80-89: 2%
- 90+: 2.9%
- unreported: 2.9%

Practice Setting

- Owner: 61.9%
- Independent Contractor: 4.5%
- Associate: 2.7%
- Non-owner: 6.6%
- 24.3% unreported

Dental Specialty

- General practice: 71.1%
- Orthodontics & dentofacial orthopedics: 6.2%
- Periodontics: 4.7%
- Endodontics: 4.6%
- Oral & maxillofacial surgery: 4.3%
- Pediatric: 4.2%
- Prosthodontics: 2.4%
- Dental public health: 0.5%
- Oral & maxillofacial pathology: 0.2%
- Oral & maxillofacial radiology: 0.1%
- 1.7% Unreported

Status

- 80.6% Active
- 19.4% Retired

Source: American Dental Association, as of September 2018
The Charlie Awards, sponsored annually by the Florida Magazine Association, recognize publishing excellence in Florida. The FDA has received the following awards in the association/trade/technical divisions.

**Charlie Awards**
- Best Writing: Column • 2018 • 2016
- Best Writing: Editorial/Commentary/Opinion • 2017 • 2014
- Best Writing: Service Feature • 2018
- Best Digital: Social Media Campaign • 2018 (English and Spanish) • 2017

**Silver Awards**
- Best Writing: Column • 2015
- Best Writing: Editorial/Commentary/Opinion • 2015 • 2014

**Bronze Awards**
- Best Writing: Column • 2019 • 2017
- Best Writing: Feature • 2019
- Best Writing: Editorial/Commentary/Opinion • 2016
- Best Digital: Social Media Campaign • 2016
**2020 Editorial Calendar**

**January/February**
- **Pediatrics**
  - Art due: Dec. 1
  - Mailed: first week in February

**March/April**
- **Legislative/Awards**
  - Art due: Feb. 1
  - Mailed: first week in April

**May/June**
- **Caring for Seniors**
  - Art due: April 1
  - Mailed: first week in June

**July/August**
- **Career Stages**
  - Art due: June 1
  - Mailed: first week in August

**September/October**
- **Aesthetics**
  - Art due: Aug. 1
  - Mailed: first week in October

**November/December**
- **Membership**
  - Art due: Oct. 1
  - Mailed: first week in December

*The Membership Issue (November/December) is delivered to all Florida-licensed dentists, allowing advertisers to reach a wider audience.*
4-color

Back inside cover (full): X
Double Truck (w/ or w/out bleed): $2,500
Full pg (w/ or w/o bleed): $1,250
½ pg: $1,058
¼ pg: $770

2-color

Back inside cover (full): X
Double Truck (w/ or w/out bleed): X
Full pg (w/ or w/o bleed): $890
½ pg: $650
¼ pg: $530

Excludes the Nov/Dec issue, please see prices below.

Discounts Available!

Sign a contract for one year (6 issues), and receive a discount on 5 issues. *The Membership Issue (November/December) is delivered to all Florida-licensed dentists, allowing advertisers to reach a wider audience.

4-color

Back inside cover (full): $2,457
Double Truck (w/ or w/out bleed): $2,260
Full pg (w/ or w/o bleed): $1,130
½ pg: $957
¼ pg: $648

2-color

Back inside cover (full): X
Double Truck (w/ or w/out bleed): X
Full pg (w/ or w/o bleed): $806
½ pg: $590
¼ pg: $482

4-color

Back inside cover (full): $2,800
Double Truck (w/ or w/out bleed): $3,100
Full pg (w/ or w/o bleed): $1,550
½ pg: $1,250
¼ pg: $950

2-color

Back inside cover (full): X
Double Truck (w/ or w/out bleed): X
Full pg (w/ or w/o bleed): $1,010
½ pg: $770
¼ pg: $650

Excludes the Nov/Dec issue, please see prices below.
Today’s FDA also is published on the FDA’s website, which provides advertisers the opportunity to enhance their ad with active links to better reach our members.

Click the image to check out Today’s FDA!

BONUS!

Sign a contract for a year (6 issues) and receive all digital links for FREE!
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
Bleed
W: 8.625”
H: 11.125”

Trim
W: 8.375”
H: 10.875”

Live
W: 8.25”
H: 10.75”

Double Truck
Bleed
W: 17.25”
H: 11.125”

Trim
W: 16.75”
H: 10.875”

Live
W: 16.5”
H: 10.375”
Today's FDA is perfect bound, 8.375" X 10.875"

<table>
<thead>
<tr>
<th>Ad size</th>
<th>W X H</th>
<th>Trim Size</th>
<th>Live Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Front inside cover (full w/ bleed)</td>
<td>8.625&quot; X 11.125&quot;</td>
<td>8.375&quot; X 10.875&quot;</td>
<td>7.875&quot; X 10.375&quot;</td>
</tr>
<tr>
<td>Back inside cover (full w/ bleed)</td>
<td>8.625&quot; X 11.125&quot;</td>
<td>8.375&quot; X 10.875&quot;</td>
<td>7.875&quot; X 10.375&quot;</td>
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<tr>
<td>Double Truck (w/ bleed)</td>
<td>17.25&quot; X 11.125&quot;</td>
<td>16.75&quot; X 10.875&quot;</td>
<td>16.5&quot; X 10.375&quot;</td>
</tr>
<tr>
<td>Full pg (w/ bleed)</td>
<td>8.625&quot; X 11.125&quot;</td>
<td>8.375&quot; X 10.875&quot;</td>
<td>8.25&quot; X 10.75&quot;</td>
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<tr>
<td>Full pg</td>
<td>7.5&quot; X 10.125&quot;</td>
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<td>Half pg (H)</td>
<td>7.5&quot; X 4.75&quot;</td>
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<td>Half pg (V)</td>
<td>3.625&quot; X 9.75&quot;</td>
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<td>Quarter pg (V)</td>
<td>3.625&quot; X 4.75&quot;</td>
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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 jrunyan@floridadental.org.

Design services are available upon request and require a one-year contract.
Display Advertising

Advertising Contract

Effective Date: January 2020

Advertiser ____________________________________________

Contact ____________________________________________

Address ____________________________________________

Phone ____________________________________________ Fax ____________________________________________

Email ____________________________________________ Website ____________________________________________

Agency (if applicable) ____________________________________________

Contact ____________________________________________

Address ____________________________________________

Phone ____________________________________________ Fax ____________________________________________

Email ____________________________________________ Website ____________________________________________

Product/Service Advertised ____________________________________________

Size:  □ Front inside cover  □ Back inside cover
      □ Double truck  □ Full page w/ bleed
      □ Full page  □ Half page (H)
      □ Half page (V)  □ Quarter page

Color:  □ 2 color  □ 4 color

Active Link(s): ____________________________________________

<table>
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<th>Type of Insertion</th>
<th>Jan/Feb</th>
<th>Mar/Apr</th>
<th>May/June</th>
<th>July/Aug</th>
<th>Sept/Oct</th>
<th>Nov/Dec**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Display Ad</td>
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<td>Email</td>
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<td>Website</td>
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**Membership Issue

Active Link(s): ____________________________________________

Please note: Invoices are processed one issue at a time.

Invoice:  □ Advertiser  □ Agency

Payment Method:  □ Check  □ American Express  □ Visa  □ Mastercard

Name on Card ____________________________________________

Credit Card # ____________________________________________ Exp. ____________________________________________ CVV Code __________

Billing Address ____________________________________________

Representing Advertiser ____________________________________________ Date __________________________

FDA Executive Director ____________________________________________ Date __________________________

For your agreement to be complete, please also sign the Terms and Conditions on page 11 of this media kit.

Policy: Deadlines for placement or cancellation are specified on page 5 of this kit.
CONTRACT

ADVERTISER, ITS AGENCY, OWNERS, SUCCESSORS AND ASSIGNS (COLLECTIVELY REFERRED TO HEREAFTER AS “ADVERTISER”) AND THE FLORIDA DENTAL ASSOCIATION, INC., ITS SUBSIDIARIES AND AND/OR AFFILIATED COMPANIES (COLLECTIVELY REFERRED TO HEREAFTER AS “PUBLISHER”) HEREBY AGREE:

1. PAYMENT
   (a) For display and digital ads, payment must be received with each advertising order. Invoices are processed one issue (or month for digital) at a time.
   (b) Advertiser will pay Publisher all court costs, collection fees and reasonable attorney’s fees incurred by Publisher to enforce payment under the terms of this contract. Publisher may cancel this contract upon default or anticipatory default by Advertiser.
   (c) Publisher and Advertiser agree to the rates as set forth in Publisher’s official rate card, a copy of which is incorporated herein. Publisher reserves the right to periodically update the official rate card and will provide Advertiser each new rate card with its effective date. Unless Advertiser notifies Publisher in writing to cease advertising, Advertiser agrees to the terms and conditions set forth in the new rate card.
   (d) Advertiser pays for all design, drawings, typesetting, changes, etc., for production of the advertising and for all costs in shipping the advertising to Publisher. Rates, position, availability and production charges are subject to change without notice.

2. PROOF OF INSERTION AND CIRCULATION
   Advertiser may request a sample page containing a published version of the advertising. Publisher may provide an affidavit of publication in lieu of a sample page. Publisher, by postal regulation, must publish a yearly statement of ownership which includes publication and circulation statistics. This information constitutes the official circulation figures for all FDA publications.

3. GENERAL TERMS
   (a) Publisher’s editor reserves the right to accept or reject advertising, at his or her sole discretion, with or without cause. Publisher’s editor will accept only advertising that furthers Publisher’s purposes as a dental association and will reject advertising that, by way of example but not limitation: violates the dental profession’s Code of Ethics, policies, standards or applicable federal or state law such as equal opportunity laws and regulations covering new drug applications and prescription drug advertising; demeans the profession’s dignity; is offensive or unattractive in either text or artwork; contains attacks of a personal, racial or religious nature; compares competing products and services; is untrue, inaccurate, misleading or makes claims that cannot be independently verified; promotes alcohol or tobacco products; uses the name or likeness of any dental society or individual without prior written authorization; or simulates editorial copy (i.e. advertorials).
   (b) Acceptance of advertising by Publisher does not in any way constitute endorsement or approval of the Advertiser’s business or the advertised product or service. Advertiser agrees not to make any such claim in any way in any publication, unless Advertiser has been expressly licensed in writing to use Publisher’s trade-dress.
   (c) If an advertisement is rejected or cancelled by Publisher, the Publisher’s sole responsibility shall be to refund all monies previously paid to the Publisher, less any charges for advertisements already published (digital ads). In the event of any error or omission in the performance of this contract by Publisher, Advertiser agrees that Publisher’s liability is limited to a refund of the charges paid for such advertising. In no event will Publisher be liable for any loss in Advertiser’s business, revenues, profits, or special consequential, indirect or punitive damages of any nature.
   (d) This contract constitutes the entire agreement between Publisher and Advertiser, and neither party shall be bound by any agreement or understanding not in this contract.
   (e) A waiver by either party hereto of any default or breach by the other party shall not be considered as a waiver of any subsequent default or breach of the same or any other provisions hereof.
   (f) Advertiser represents and warrants that, as of the effective date and throughout the term of this Agreement, it has all necessary power and authority to execute and deliver this Agreement and to perform its obligations under this Agreement.
   (g) Advertiser agrees to, and does hereby, indemnify, defend and hold Publisher, its directors, officers, employees and agents harmless from and against any loss, claim, damage, expense, penalty, demand, repairation, cost of defense, attorneys’ fees, or liability whatsoever arising out of or in any way caused by Publisher’s refusal to print or publication of the advertisement.

Representing Advertiser ___________________________ Date ______________

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