

# 2011 Advertising Space Reservations

## JOURNAL OF NEW JERSEY DENTAL ASSOCIATION

### Advertising Rates

	One Time Rate	Four Time Rate	Advertising Sizes
Full Page Four Color Back Cover	\$2,320	(\$7,975/Year)	7" x 10"
Full Page Four Color Inside Covers	\$2,035	(\$6,980/Year)	7" x 10"
Full Page Four Color Inside Pages	\$1,750	(\$6,100/Year)	7" x 10"
Half Page Four Color Inside Pages	\$1,340	(\$4,475/Year)	Vertical: 3.5" x 10", Horizontal: 7.5" x 5"
Full Page Two Color Inside Pages*	\$1,425	(\$4,650/Year)	7" x 10"
Half Page Two Color Inside Pages*	\$ 890	(\$2,950/Year)	Vertical: 3.5" x 10", Horizontal: 7.5" x 5"
Full Page Black & White Inside Pages	\$1,025	(\$3,100/Year)	7" x 10"
2/3 Page Black & White Inside Pages	\$ 695	(\$2,320/Year)	Vertical: 4.5" x 10", Horizontal: 7.5" x 6.5"
Half Page Black & White Inside Pages	\$ 565	(\$1,865/Year)	Vertical: 3.5" x 10", Horizontal: 7.5" x 5"
1/3 Page Black & White Inside Pages	\$ 390	(\$1,175/Year)	Vertical: 2.25" x 10", Horizontal: 7.5" x 3.25"
1/4 Page Black & White Inside Pages	\$ 330	(\$1,045/Year)	Vertical: 3.5" x 5", Horizontal: 7.5" x 2.5"
Inserts, Four Color and Wafer Sealed	\$2,690		1 Page/2-Sided, 8.5 x 11, 80 lb. Coated
Inserts, Two Color and Wafer Sealed	\$2,480		1 Page/2-Sided, 8.5 x 11, 80 lb. Coated

**Bleed Ad Charge:** 10% **Trim Size:** 8.5" x 11", **Bleed Size:** 8.75" x 11.25", **Live Area:** 7" x 10", **Screen:** 133 Line

**Color:** All Four Color ads must be CMYK only (no RGB or Spot Colors), 1-color ads must be grayscale, please use only Black, not Rich Black or Registration.

\*2-color ads must be Black and Pantone 3155 C.

**Electronic Files Supported:** Press Quality PDF (all fonts must be embedded, please include crop marks), QuarkXPress (include all fonts and art), Adobe Illustrator EPS (all fonts converted to outlines and all linked files included), E-mail: compressed .sit, .sitx or .zip files to: mgxprint@aol.com **Upload:** files may be uploaded at www.mgxprint.com. Hard copy must be supplied with all ads.

**Mailing Instructions:** Send contracts, advertising materials and payment to MASTERGRAPHX

**US Mail Send to:** MASTERGRAPHX, PO Box 567, Monmouth Jct, NJ 08852

**Overnight/Next Day/FedEx/UPS Send to:** MASTERGRAPHX, 45 Stouts Lane, Suite 14, Monmouth Jct, NJ 08852

**Cancellation of advertisements will not be accepted after 4 weeks of signing contract. We will not be responsible for errors due to adjustments made to incorrectly sized ads. All ads are camera ready, any alterations, minimum charge is \$150.00. Materials will not be returned.**

**To Reserve Advertising Space, Please Complete this Form and Fax to (732) 329-0024**

Date: \_\_\_\_\_ Company: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Name \_\_\_\_\_ Address: \_\_\_\_\_

City: \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

E-mail \_\_\_\_\_ Website \_\_\_\_\_

Advertiser Approval \_\_\_\_\_ Print Name \_\_\_\_\_

Signature

Issue	Ad Deadline	Payment	Ad Size	Issue	Ad Deadline	Payment	Ad Size
Vol. 83 Num. 1*	January 31	_____	_____	Vol. 83 Num. 3*	June 30	_____	_____
Vol. 83 Num. 2*	April 30	_____	_____	Vol. 83 Num. 4*	October 31	_____	_____

CHARGE TO:  MasterCard  Visa  American Express    Account Number \_\_\_\_\_    Expiration Date \_\_\_\_\_

Cardholder Signature \_\_\_\_\_     Check will be mailed (made payable to Mastergraphx)

\*Dates subject to change without notice. **Charge on credit card will be MGX, Inc.**

**4 time advertisers payment due within 30 days. All other advertisers payment due upon receipt.**

Any questions contact Bob Copeland at 732-329-0088 or email mgxprint@aol.com



Fax Back To  
**732-329-0024**

# Classified Ad Space Reservation Form

Classified Ad Information *(PLEASE PRINT CLEARLY)*: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Pricing

Classified ads of 50 words or less are available to purchase at \$75 each. Additional words are \$1 each. Use of an NJDA Box # is an additional \$10. Total: \$\_\_\_\_\_

For box # ads: Name \_\_\_\_\_ Phone: \_\_\_\_\_

*All information will be kept confidential*

## Billing Information

**Payment by credit card only - No exceptions.**

CHARGE TO: MasterCard \_\_\_\_\_ Visa \_\_\_\_\_ American Express \_\_\_\_\_

Account Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Cardholder Signature \_\_\_\_\_

**Charge on credit card will be MGX, Inc.**

**Please note:**

**Any ads submitted  
without credit card  
information  
WILL NOT BE RUN**



45 Stouts Lane | P.O. Box 567 | Monmouth Junction, NJ 08852  
tel: 732-329-0088 | 800-675-9819 | fax: 732-329-0024  
mgxprint@aol.com | mgxprint.com | Mastergraphx Printing