



There is no better advertising venue to reach New Jersey's dentists...period

Since 1870, The New Jersey Dental Association has facilitated an ongoing dialogue among New Jersey's most prominent members of the dental community; a dialogue that allows the sharing of valuable information and keeps its members current on the profession's most important issues as well as what their peers are doing in their respective communities and around the state.

We invite you to join this dialogue as an advertiser or contributor as we continue to provide the most targeted and effective media tool in New Jersey for reaching dentists. Our award-winning publication is delivered directly, with much anticipation, to more than 4,800 dentists quarterly as part of their membership dues.

You should also know that dentists are above-average income earners that have strong community roots. It is not necessary for you to be a supplier of dental-related services in order to see an impressive return on your advertising investment. Dentists enjoy exotic vacations, fine automobiles, great restaurants, golfing and spas, fine clothing and the best of all things that life has to offer. Our publication is greatly suited to these kinds of advertisers.

We take pride in presenting you with a variety of ad sizes and types, which give you the flexibility to match your market opportunities to your advertising budget. To get started, contact our advertising agent, Bob Copeland of MasterGraphx, at (732) 329-0088 or mgxprint@aol.com.

Thank you for considering the *Journal* as your advertising partner.

Sincerely,

Harvey S. Nisselson, DDS

Harvey S. Nisselson, DDS
Editor

Journal of New Jersey Dental Association Annual Editorial Calendar*



Spring

Content Close: 3/20

Ad Close: 3/27

- Legislative & Regulatory Issue
- *Give Kids A Smile!* Day Review
- **Bonus Distribution:** NJDA Annual Convention June 6-8, Atlantic City

Summer

Content Close: 6/5

Ad Close: 7/15

- Meet Your New President and Officers
- Annual Convention Coverage
- NJDA Endorsed Programs

Fall

Content Close: 9/8

Ad Close: 9/30

- Practice Management Special Issue
- Component Presidents
- Annual Golf Outing Coverage

Winter

Content Close: 1/5

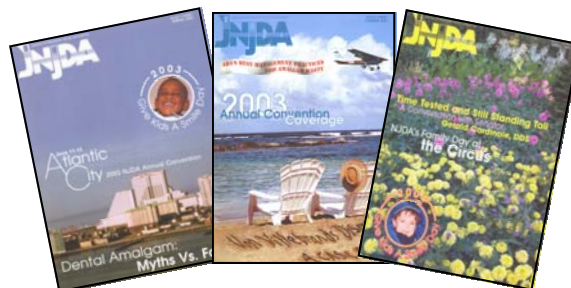
Ad Close: 1/12

- Special Olympics New Jersey Contributors
- Dental PAC Annual Review
- Passions: Members and Their Special Hobbies

Departments

- Oral Pathology Quiz
- Members in the News
- Classifieds
- Editorials from the president, editor and executive director

* The editors of the JNJDA reserve the right to change the editorial calendar without notice.



Thank you for considering *Journal of New Jersey Dental Association*, the official publication of the New Jersey Dental Association (NJDA), as an avenue to advertise or publish your article or photos.

The award-winning *Journal* is a quarterly magazine available to NJDA members as part of their dues, students at the UMDNJ-New Jersey Dental School, and non-members for a subscription fee.

The *Journal* contains a balance of ground-breaking clinical case studies, practice management articles and member-focused announcements. The *Journal* has won *Honorable Mention* recognition from the William J. Gies Foundation of the Advancement of Dentistry and the prestigious *Golden Pen* award from the International College of Dentists.

Currently, the *Journal's* circulation is approximately 5,000, and with the NJDA building on seven consecutive years of a net increase in membership, the numbers are sure to rise.

You can find the information you need concerning advertising rates and guidelines for article and photo submission on the adjoining pages. And, feel free to contact us with any questions or suggestions.

JNJDA
One Dental Plaza
P.O. Box 6020
North Brunswick, NJ 08902

Eric R. Elmore—Managing Editor
Phone: 732-821-9400
Fax: 732-821-1082
E-mail: eelmore@njda.org

NJDA—Ensuring quality and ethical oral healthcare in New Jersey



Advertising Rates

<u>Ad Type</u>	<u>One Time</u>	<u>Full Year (4 times)</u>	<u>Ad Size</u>
Full Page/Color Back Cover	\$1,995	\$6,370	7" x 10"
Full page/Color Inside Cover	\$1,740	\$5,530	7" x 10"
Full Page/Color Inside	\$1,500	\$5,290	7" x 10"
Half Page/Color Inside	\$870	\$2,850	V: 3.5" x 10" H: 7.5" x 5"
Full Page/Two Color Inside	\$1,190	\$3,830	7" X 10"
Half Page/Two Color Inside	\$735	\$2,040	V: 3.5" x 10" H: 7.5" x 5"
Full Page/ B&W Inside	\$775	\$2,450	7" X 10"
Two-Thirds Page/B&W Inside	\$550	\$1,985	V: 4.5" x 10" H: 7.5" x 6.5"
Half Page/B&W Inside	\$450	\$1,220	V: 3.5" x 10" H: 7.5" x 5"
One-Third Page/B&W Inside	\$310	\$925	V: 2.25" x 10" H: 7.5" x 3.25"
Quarter Page/B&W Inside	\$290	\$840	V: 3.5" x 5" H: 7.5" x 2.5"
Inserts, 4-Color and Wafer Sealed	\$2,045	1 Page/2-Sided, 8.5x11, 80lb coated	
Inserts, 2-Color and Wafer Sealed	\$1,550	1 Page/2-Sided, 8.5x11, 80lb 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



Article submission:
 Send all submission requests to eelmore@njda.org by the content close deadline. Submissions must not exceed 3,000 words and be in MS Word format.

Classified Ads: 30 words or less are \$55 each. Additional words are \$1 per word. Use of an NJDA Box # is p\$10. Classified ads can only be purchased via credit card. Classified ads are also posted on the NJDA website's classifieds area.

Two-Color Ads: The second color will be the same as the publication has chosen. Hard copy must be supplied with all ads.

Electronic Files Supported: (CD, ZIP, SIT, Email) Your ad may be converted to 300dpi, TIFF or JPEG, Quark Express (include all fonts and art), Adobe Illustrator EPS or PDF.

Mailing Instructions:

Contracts, Advertising materials and payments: MASTERGRAPHX, P.O. Box 567, Monmouth Junction, NJ 08852
Courier Shipments: MASTERGRAPHX, 45 Stouts Lane, Monmouth Junction, NJ 08852, ATTN: Bob Copeland, (732) 329-0088
Email: mgxprint@aol.com and chris_chester@mgxprint.com. Please send to BOTH email addresses.

Cancellations: Cancellations of advertisements will not be accepted after four weeks of signing contract. We will not be responsible for errors due to adjustments made to incorrectly sized ads. Materials will not be returned.

NJDA
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 P.O. Box 6020
 North Brunswick, NJ 08902

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 Phone: 732-821-9400
 Fax: 732-821-1082
 E-mail: eelmore@njda.org

NJDA—Ensuring quality and ethical oral healthcare in New Jersey



Advertising Reservation Form

Date: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Contact Name: _____

Contact Signature: _____

FAX TO: (732) 329-0024 or EMAIL TO: MGXPRINT@AOL.COM

<i>Issue</i>	<i>Ad Size/Type</i>	<i>Color/B&W</i>
Spring: (Circle One) 2006 2007 2008		
Summer: (Circle One) 2006 2007 2008		
Fall: (Circle One) 2006 2007 2008		
Winter: (Circle One) 2006 2007 2008		

Text for Classified Ad (Please Print, and use a separate piece of paper if necessary):

Circle One: MC VISA AMEX

Card Number: _____ Exp. Date: _____

Card Holder Name: _____ Card Holder Signature: _____

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