

Ontario Dentist

THE JOURNAL OF THE ONTARIO DENTAL ASSOCIATION

Ontario Dentist provides readers with the latest clinical techniques, practice management developments, financial planning advice, legislation and industry news affecting the members of the dental profession in Ontario.

2025 DATES

	1		1			1				
lssue	Jan/Feb	March	April	May	June	July/Aug	September	October	November	December
AD CLOSING	25-Nov	27-Jan	24-Feb	24-Mar	28-Apr	26-May	28-Jul	25-Aug	22-Sep	27-0ct
AD MATERIAL CLOSING	02-Dec	03-Feb	03-Mar	31-Mar	05-May	02-Jun	04-Aug	01-Sep	29-Sep	03-Nov

Editorial and dates subject to change.

EDITORIAL FEATURES

President's Page The current ODA president addresses the profession's most topical issues.	\bigcirc^{\bigstar}
Editorial Dr. Carlos Quiñonez, our editor, offers thought-provoking commentary and opinions on the key issues facing both contemporary dentistry and society.	
Ideas We share opinions, debates, issues, and what's in the news.	; ; ; ; ; ;
Analysis A look at policy, new evidence and its implications.	
Clinical Case studies and features.	
Your Practice Our experts provide guidance and best practices on issues impacting the dental office, such as dental plans and fee guide codes, employment, legal, financial planning, patient communications, and more.	
Sustainability Corner How dentists and dental offices can champion the environment.	
Honours & Awards Tributes for stellar accomplishments in the field of dentistry.	<u>ج</u>
Our ODA We cover the latest about our members and Association - awards, advocacy activities, component	tario Dental

society events, dental faculty news, staff and department updates, ad campaigns and more.



Colour Rates

	1X	3Х	6X	10X
Full Page	\$3,075	\$2,925	\$2,775	\$2,640
2/3 Page	\$2,765	\$2,630	\$2,500	\$2,375
1/2 Page Isl	\$2,615	\$2,485	\$2,355	\$2,240
1/2 Page	\$2,310	\$2,195	\$2,085	\$1,980
1/3 Page	\$2,000	\$1,900	\$1,805	\$1,715
1/4 Page	\$1,690	\$1,605	\$1,530	\$1,450
DPS	\$5,230	\$4,965	\$4,720	\$4,485
1/2 DPS	\$3,545	\$3,365	\$3,195	\$3,040

Covers (4-colour only)

	1X	3Х	6X	10X
OBC	\$3,850	\$3,655	\$3,470	\$3,295
IFC/IBC	\$3,690	\$3,505	\$3,335	\$3,165

BW Rates

	1X	ЗХ	6X	10X
Full Page	\$1,655	\$1,570	\$1,490	\$1,415
2/3 Page	\$1,490	\$1,420	\$1,350	\$1,280
1/2 Page Isl	\$1,240	\$1,175	\$1,120	\$1,060
1/2 Page	\$1,075	\$1,025	\$970	\$925
1/3 Page	\$830	\$790	\$750	\$715
1/4 Page	\$660	\$630	\$600	\$565
DPS	\$2,975	\$2,830	\$2,690	\$2,550
1/2 DPS	\$1,935	\$1,845	\$1,750	\$1,660

Special Position Charges:

Non-cover: Centre Spread: Inserts/Outserts: 15% of space charges extra 20% of space charges extra Rates on request

Dimensions

	Width		Height
Full Page (Trim)	8.125"	×	10.875"
Full Page (Bleed)	8.375"	x	11.125"
Full Page (Live Area)	7"	x	10"
²/₃Page V	4.584"	x	9.625"
¹ / ₂ Page H	7"	×	4.6875"
¹ / ₂ Page V	3.375"	×	9.625"
¹ / ₂ Page Isl	4.5625"	×	7.1875"
¹/₃ Page Sq	4.5625"	x	4.6875"
¹/₃ Page H	7"	x	3.125"
¹/₃ Page V	2.167"	x	9.75"
¹ / ₄ Page	3.375"	x	4.6875"
DPS	16.25"	x	10.875"
¹ / ₂ DPS	16.25"	x	4.6875"

MECHANICAL REQUIREMENTS

Electronic Material: Digital files only. PDF/X-1a files are preferred. Alternate acceptable formats include: Macintosh format, InDesign CC, Illustrator CC, Photoshop CC. Include all fonts and high-resolution images (300 dpi files for best resolution) in TIFF or EPS format (CMYK only). To ensure the accuracy of all advertisements, a full-size colour proof must be provided. The publisher shall not be liable for any advertisements received without a colour proof.

File transfer media: DVD, CD, FTP or email. Smaller files can be emailed up to a maximum file size of 10MB. Send to chimes0824@gmail.com.

Design Services: Complete design services are available at an additional charge. For details, contact: Crystal Himes, Chimes0824@gmail.com.

TERMS & CONDITIONS

Agency Commission: Fifteen percent (15%) of gross to recognized agencies.

Terms: Net 30 days. Two percent (2%) per month interest on overdue accounts.

Taxes: Our published rates do not include applicable taxes, which will be added to invoices and clearly identified.

Publisher Conditions: Advertising material is subject to approval by the publisher. If an advertiser's contract is not fulfilled as specified, the advertiser agrees to pay the resulting short rates back to the best earned space rate applicable.

Dinah Quattrin Senior Account Executive Dinah@Quattrinmedia.com 416.993.9636