

**Advertising Rate Card Effective January 2009**

# access

**An Official Publication of the American Dental Hygienists' Association**

**PUBLISHER:**

American Dental Hygienists' Association  
444 N. Michigan Ave., Suite 3400  
Chicago, IL 60611  
Tel: (312) 440-8923 Fax: (312) 467-1806  
Web: www.adha.org

**ADVERTISING SALES:**

M.J. Mrvica Associates  
2 West Taunton Avenue  
Berlin, NJ 08009  
Tel: (856) 768-9360 Fax: (856) 753-0064  
Email: mjmrsvica@mrvica.com

**EDITORIAL**

**access** contains news and information of interest to dental hygienists. Editorial content includes coverage of issues affecting the profession, legislative trends, clinical breakthroughs, practice options, new technologies, employment rights, women's health issues, career opportunities plus a global perspective on how dental hygiene fits into the changing health care industry.

**ESTABLISHED:** 1989

**STAFF**

**Executive Director:** Ann Battrell, RDH, BS, MSDH  
**Director of Communications:** Jeff Mitchell  
**Managing Editor:** Jean Majeski  
**Advertising Sales:** M.J. Mrvica Associates

**SUBSCRIPTION RATE:** \$50.00

**CIRCULATION:** 55,000

**ISSUANCE:** 10X/year

**AUDIENCE**

Dental hygienists, educators, researchers, public health workers, allied health professionals and dental assistants.

**ACCEPTANCE OF ADVERTISING**

Subject to approval by editor. New copy to be received by the publisher two weeks before closing date.

## CLOSING DATES

<b>Publication Month</b>	<b>Ad Space Closing</b>	<b>Materials Due</b>
January	December 5	December 11
February	January 5	January 9
March	February 4	February 9
April	March 3	March 6
May-June	April 5	April 10
July	May 26	May 29
August	July 8	July 14
September-October	August 6	August 10
November	October 6	October 9
December	November 5	November 10

- Cancellations are not accepted after the closing date for space reservations.
- If an advertiser fails to provide new artwork for a particular issue by the printed deadline (or a pre-approved extension granted by the publisher), then the publisher will pick up the most recent artwork provided. If no artwork is on hand, then the advertiser will still be responsible for payment on the space.

### **SERVICE TO ADVERTISERS**

- Availability of Editorial Reprints: Page size of reprints, same size as trimmed size of journal. For inquiries about reprints, contact:  
M.J. Mrvica Associates, Inc.  
Tel: (856) 768-9360 Fax: (856) 753-0064  
Email: [mjmrvica@mrvica.com](mailto:mjmrvica@mrvica.com)
- Recruitment and Classified Advertising contact:  
Kennyetta Dillon  
Tel: (312) 440-8937 Fax: (312) 467-1806  
Email: [kennyettad@adha.net](mailto:kennyettad@adha.net)

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Advertising Sales Office  
M.J. Mrvica Associates, Inc.  
Tel: (856) 768-9360 Fax (856) 753-0064  
Email: mjmrvica@mrvica.com

**BLACK & WHITE RATES**

	<u>1x</u>	<u>3x</u>	<u>5x</u>	<u>10x</u>	<u>20x</u>
Full Page:	\$4,620	\$4,442	\$4,200	\$4,011	\$3,780
2/3 Page:	\$3,854	\$3,696	\$3,507	\$3,339	\$3,150
1/2 Page:	\$2,625	\$2,363	\$2,153	\$2,037	\$1,859
1/3 Page:	\$2,352	\$2,195	\$1,964	\$1,712	\$1,565
1/4 Page:	\$2,100	\$1,932	\$1,722	\$1,502	\$1,281

**COLOR:** Please add B&W rate. Full color charges also apply to fractional pages.

- Standard Color: . . . . . \$600
- Matched Color: . . . . . \$650
- 3 or 4-color: . . . . . \$1,575
- Bleed: No charge

**COVERS AND SPECIAL POSITIONS:** Premium over earned B&W page rate. Non-cancellable. Premium positioning not guaranteed with insert.

- 2nd Cover: . . . . . 25%
- 3rd Cover: . . . . . 15%
- 4th Cover: . . . . . 50%
- Facing Table of Contents . . . . . 20%
- Facing 1st Editorial . . . . . 20%
- Other . . . . . 15%

**INSERTS:** Furnished inserts are billed at the black and white earned frequency rate times the number of insert pages. Example: a single-leaf insert is considered two (2) pages and is billed at two times (2X) the earned page rate.

**Earned rate:** Earned page rate is determined by the number of insertions per year.

**Agency Commission:** 15%

**Payment terms:** Net 30 days. No cash discounts. Finance charge of 1% per month will be added on balances over 30 days.

**Short rates:** Advertisers will be short-rated if, within a 12-month period from the date of the first insertion, they do not use the space upon which their billings have been based.

**Typesetting charges:** Half page: \$75, Full page: \$90

## MECHANICAL SPECIFICATIONS

	<b>Width</b>	<b>Depth</b>
Trim size	8"	10-7/8"
Live area	7-1/2	10-3/8"
Full-page bleed	8-1/4"	11-1/8"
2/3 Page	5"	10"
1/2 Page Horizontal	7-1/2"	5"
1/2 Page Island	4-3/4"	7-1/2"
1/2 Page Vertical	3-3/4"	10"
1/3 Page Vertical	2-1/2"	10"
1/3 Page Square	4-3/4"	4-3/4"
1/4 Page Vertical	3-1/2"	5"

**PRINTING PROCESS:** Offset Full Run

**TYPE OF BINDING:** Saddle Stitched

### INSERT REQUIREMENTS

- a. Multiple-leaf inserts must be furnished folded. Diecuts within body of insert must be limited so as not to affect stiffness of the page and cannot adversely affect material on adjacent pages. Keep live matter 1/4" from trim.
- b. Size: min. 8-1/4" x 11-1/8"
- c. Trimming: 1/8" off all four sides. Jogs to head.
- d. Stockweight: 60 lb. text minimum; 100 lb. text maximum
- e. Quantity: Contact ad sales representative
- f. BRCs accepted: contact Production Manager for specifications
- g. Packing Instructions: Carton packing preferred, with quantity, publication name, and month clearly indicated.

### PRODUCTION REQUIREMENTS

Advertisements should be submitted as electronic files on CD, accompanied by hard proofs and a list of files and information indicating whom to contact with questions or concerns about the materials.

Submit CMYK or grayscale .pdf files (CMYK PDFX/1a preferred) with a resolution of 150 dpi or higher at 100% of output size. Do not include JPEG or GIF image files.

## **ADDRESSES**

### **CONTRACTS & INSERTION ORDERS**

M.J. Mrvica Associates, Inc.  
2 West Taunton Avenue, Berlin, NJ 08099  
Tel: (856) 768-9360 / Fax (856) 753-0064  
Email: mjmrvica@mrvica.com

### **PRODUCTION MATERIALS**

American Dental Hygienists' Association  
Attn: Jean Majeski  
444 N. Michigan Ave., Suite 3400, Chicago, IL 60611  
Tel: (312) 440-8916 / Fax: (312) 467-1806  
Email: jeanm@adha.net

FOR INSERTS (Mark month, vol/issue and quantity on the box)

### **access**

Attn: Michele Anderson  
Royle Printing  
745 South Bird Street, Sun Prairie, WI 53590  
Tel: (800) 728-7768 / Fax: (608) 825-4858  
Email: manderson@royle.com