



Connecticut State Dental Association

2010 ADVERTISING ORDER FORM & CONTRACT FOR DISPLAY ADVERTISING

Billing Information:

Date _____
 Advertiser _____
 Contact _____
 Address _____
 City, State, Zip _____
 Telephone _____
 *E-Mail (required) _____

Advertising Package Options: Mark X next to selection

Crown Package #1: 15% off

-4 full page display ads in *The Communicator*.
 -1 full page ad in the CSDA Membership Directory 2010-2011
 -1 web banner for 1 year on CSDA.com
 -6 banner ads in the biweekly E-Communicator

Veneer Package #2: 10% off

-4 ads of any size in *The Communicator*
 -1 full page ad in the Membership Directory 2010-2011
 -6 months web banner on CSDA.com
 -2 banner ads in biweekly E-Communicator

*Please select options below where applicable for advertising packages. Advertising package options must be approved by the CSDA and paid in full before publication. Discounted price will be confirmed by the CSDA.

Individual Ad Selections:

The Communicator - Published quarterly, it has a circulation of more than 2,500 including CSDA members, state dental societies, dental exhibitors and vendors, as well as community health groups.

Please Mark "X" for each selection

Display Ad Type: * No bleeds for all ads.	Winter Deadline Dec 15 th	Spring Deadline March 15 th	Summer Deadline June 15 th	Fall Deadline Sep 15 th
Full Page B&W Price: \$675.00 each Size: 7.5" x 10"				

½ Page B&W Vertical Price: \$475 each Size: 3.66" x 10"				
½ Page B & W Horizontal Price: \$475 each Size: 7.5" x 4.91"				
¼ Page B & W Price \$350 each Size: 3.66" x 4.91"				
Full Page 4 color Process Inside Front Cover Price: \$900 each Size: 7.5" x 10"				

2010-2011 Member Directory - The Membership Directory is an annual publication published every September. It has a circulation of 2,500 including CSDA members. **Deadline June 1, 2010.**

Please Mark "X" for each selection

Display Ad Type: *No bleeds for all ads	Please Mark "X" for each selection
Full Page B&W Price: \$1,000 Size: 7.5" x 10"	
Full Page B&W Mylared Tab Price: \$1,500 Size: 7.5" x 10"	
Back Cover 4 Color Process Price: \$2,500 Size: 7.5" x 10"	
Inside Front Cover 4 Color Process Price: \$2,000 Size: 7.5" x 10"	
Inside Back Cover 4 Color Process Price: \$2,000 Size: 7.5" x 10"	

CSDA.com Web Banners - The CSDA website was revamped in 2008. It has become a main source of information for CSDA members and the public.

Please Mark “X” for each selection (*Professional Site)

Page	1 month	6 months	1 year
About Us/Scroll Box Size: Automatically scaled (150 pixels x 150 pixels)	\$200.00	\$1,000.00	\$2,000.00
Calendar Page Size: 234 pixels x 60 pixels.	\$200.00	\$1,000.00	\$2,000.00
Annual Meeting Page Size: 234 pixels x 60 pixels.	\$200.00	\$1,000.00	\$2,000.00
Continuing Education Page: Size: 234 pixels x 60 pixels.	\$200.00	\$1,000.00	\$2,000.00

Web Banner URL: _____

***Opportunities for web banners on our public site are available. Please call for more details.**

E-Communicator Banner - Published biweekly electronically, the e-newsletter is distributed to over 2,000 CSDA members. The e-newsletter can have one sponsor per issue, so space is limited! The CSDA will confirm the dates available for advertising.

Please Mark “X” for each selection

Size	1 issue
234 pixels x 60 pixels.	\$100.00

Web Banner URL: _____

Payment and Contract:

Please e-mail, fax or mail form to:

Randi Sussman
 Communications Manager
 Connecticut State Dental Association
 835 West Queen St.
 Southington, CT 06489
 E-mail: RSussman@csda.com
 Fax: (860) 378-1807

Check enclosed made payable to the **Connecticut State Dental Association**

Master Card Visa American Express

Account# _____ **Expiration date** _____

Card Holder's Name _____

Advertisers must pre pay for the first issue/advertisement for multiple ads placements. Advertising package selections must be paid in full. All advertising space is offered on a first come first serve basis, and is based on availability. If advertising deadlines fall on a holiday or weekend, deadlines will be extended to the next business day. All credit card transactions are processed in U.S. dollars. Once ad is placed, refunds will not be issued. The CSDA reserves the right to release ad space if payment or contract is not received by indicated due dates. The CSDA reserves the right to accept or withdraw an ad at its discretion. The CSDA will send approval of this signed contract, and will be considered valid once signed. The CSDA will hold all advertisers liable for all payments under this contract

Signature _____ **Date** _____

CSDA Signature _____ **Date** _____

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This ad form was updated on April 16, 2010