



2008-09 Directory of Members & Resource Guide

Advertising Rates, Specs & Contract

AGREEMENT: I/we have studied the advertising rates and specifications and authorize the Arizona Dental Association to publish our advertisement(s) in the 2008-09 Directory as follows:

- 4-color Back Cover \$2,000.00
- 4-color Inside Front Cover or Inside Back Cover \$1,500.00
- 4-color Section Tab (*ad on both sides of tab*) ... \$1,250.00
- 4-color Interior Page \$1,000.00
- B&W Interior Page \$750.00

Discount Opportunities

- (1) Purchase more than one advertisement and receive *10% OFF your total advertising order.*
 - (2) INSCRIPTIONS Advertisers receive an *automatic 10% discount.*
 - (3) AzDA Members receive an *automatic 10% discount.*
- PREMIUM POSITIONS** available on a first come, first-served basis.

Deadlines

Reserve advertising space by June 13, 2008
Copy and Corporate Logo due by June 27, 2008

Authorizing Signature _____
 Company Name _____
 Contact Name _____ Contact Email _____
 Company Address _____ City/State/Zip _____
 Phone (_____) _____ Fax (_____) _____

Full payment must accompany order. Make check payable to AzDA or use any major credit card.

Total Advertising \$ _____
 Card # _____ Exp _____ V-code (required) _____
 Cardholder Name as it appears on card _____ Cardholder Signature _____
 Billing Address if different from above _____

Questions?

Call or Email John Lighthizer (480) 344-5777 ext. 313
 John@AzDA.org

Thank you! Send to:

AzDA Directory Advertising
 3193 N. Drinkwater Blvd. Scottsdale AZ 85251
 Fax (credit card orders only) (480) 344-1442



Graphic Specifications

- Publication Size: 7.5" x 9" (including 1/2-inch tabs)
- Advertisement Image Size: 6-3/8" x 8.5" (no bleeds)
- PDF preferred. Must be high resolution with fonts embedded, to size with type and all artwork in place. Ads in the following electronic formats burned to CD, DVD or presented on a 100-750Mb Zip disk will be accepted: All Illustrator versions EPS or AI files with all fonts converted to outlines and all links embedded; All Photoshop versions EPS, PSD, or TIF; Freehand files saved as AI format with all fonts converted to shapes and all images embedded; PageMaker 7.0 and lower files with all fonts included (both screen and printer versions) and all links included; All Quark versions with all fonts and all images included; and all InDesign versions with all fonts and all images included. All ads should be submitted with a high-resolution hard copy proof. The Arizona Dental Association will not be responsible for errors that may occur unless a proof is provided.