

NYSADC

Advertising Information and Specifications 2005

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Background Information:

Organization Profile

- *The New York State Academic Dental Centers* is an alliance of the five New York State Dental Schools. The Council was formally established in 1996 to enhance the role of the deans in state dental health policy making through joint advocacy and the development of cooperative working relationships with relevant state agencies. The goal is to improve the oral health of all New Yorkers through enhancement of dental education research and clinical care.
- NYSADC is a consortium comprised of the five dental schools in the State of New York.
- NYSADC's mission is to advocate for quality dental care in New York State.

Market Profile

- The newsletter will consist of all related news and information concerning the five dental schools, and dental care in New York State.

Circulation

- NYSADC's Newsletter is distributed amongst all dental faculty, students and staff within the five dental schools that comprise NYSADC, as well as governmental and foundation funders.

Advertising Design:

Design Assistance for Value Priced Advertising

- Development of type layout and visual design. Please call us at (212) 218-4610, for an ad design estimate.

All Text Ad

- Copy provided by client via Email or Fax.

All Text Ad With Company Logo

- Copy provided by client via Email or Fax.
- Logo provided as jpg, high resolution (300 dpi) or high quality photo and art to be scanned.

Advertising Sales Contact Information

- For ad placement in *NYSADC's* newsletter, please contact Ms. Alana Cueto at office number (212) 218-4610, via facsimile (212) 218-5644, or email: alanacueto@amsny.org.
- Address all correspondence, and advertising materials to: New York State Academic Dental Centers, 10 Rockefeller Plaza, Suite 1120, New York, NY 10020.

Submission Deadline:

Bulletin Issue	Ad Development/ Information Deadline	Space Reservation / Ad Due Date	Materials Deadline	Newsletter Mailing Date
JAN 2005	12.01.04	12.27.04	01.07.05	Mailed first week in February 2005
APRIL 2005	03.01.05	03.28.05	04.08.05	Mailed first week in May 2005
JULY 2005	06.01.05	06.27.05	06.10.05	Mailed first week in August 2005
OCT 2005	09.01.05	09.26.05	09.09.05	Mailed first week in Nov 2005

Specifications & Rates:

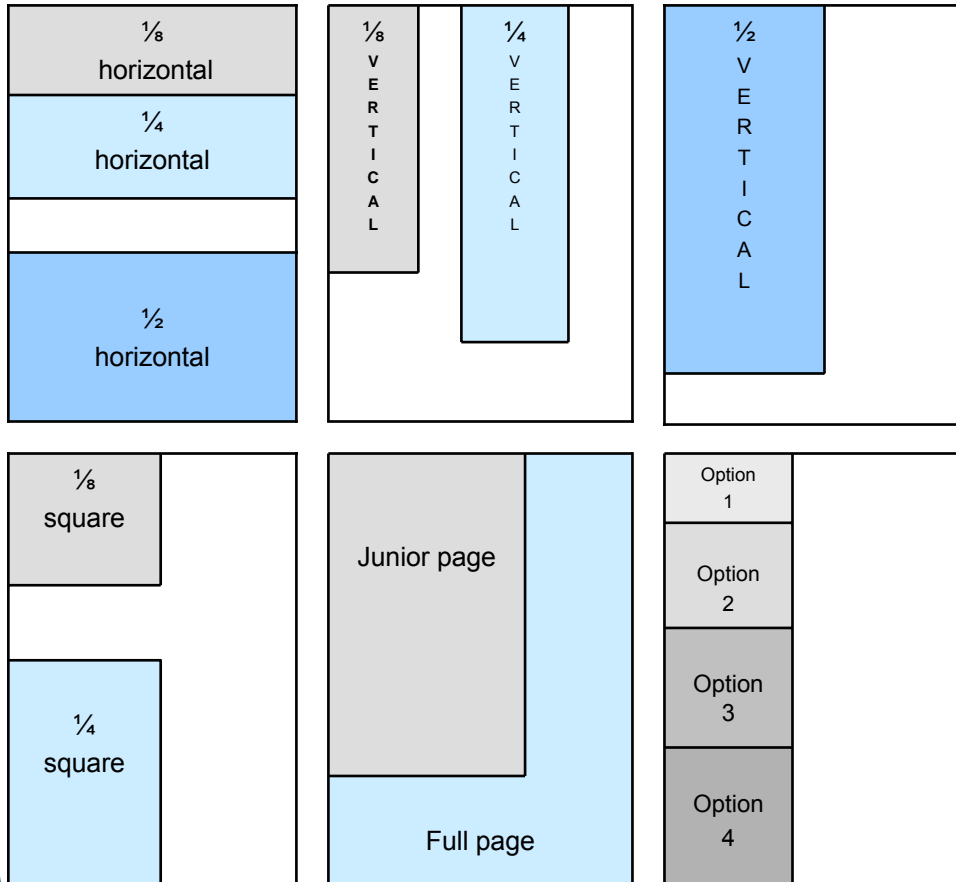
Specifications for Digital Submissions

- Files, support files and pictures must be high resolution (300 dpi).
- Files must be editable.
- Include all printer and screen fonts.
- Include all supporting graphics.
- Submit all color output for color ads; B/W output for B/W ads.
- The digital files should be provided in Mac or PC formats. Zip disks or CD's.
- Programs: Quark XPress (preferred) , Illustrator, and Photoshop.
- File formats: tif, eps, jpeg, pdf.

Newsletter/Website Sponsorship Rates

- **NEW for 2005** – NYSADC is offering a new advertising opportunity that combines print advertising in the *NYSADC Quarterly* with web advertising that provides a direct link from the NYSADC website directly to your company, thus maximizing your direct marketing potential.
 - This package deal includes:
 - one horizontal half-page ad in the *NYSADC Quarterly* along with a web link on the NYSADC website.
 - Package total \$5,500.

Value Priced Ads:



Advertising Costs

- $\frac{1}{8}$ Horizontal/Vertical = \$725
- $\frac{1}{4}$ Horizontal/Vertical = \$1,425
- $\frac{1}{2}$ Horizontal/Vertical = \$2,500

- $\frac{1}{8}$ Square = \$725
- $\frac{1}{4}$ Square = \$1,425

- Junior Page = \$1,825
- Full Page = \$3,100

- Option #1 = \$150
- Option #2 = \$265
- Option #3 = \$380
- Option #4 = \$475

**All Specifications based on 8½ x 11*

Guidelines for Advertising:

General Requirements

- Advertisements for products and/or services may be considered for acceptance if they are:
 - Products or services that are of interest and/or relevant to the dental profession.
 - Truthful, and/or provide substantiated information to the reader and are not deceptive or misleading.
 - Within the intent and letter of all applicable legal requirements.
 - Do not make false, unwarranted, or exaggerated claims.
 - The advertiser, the product and/or the service must be clearly identified in the advertisement.
 - The advertiser must support any statement made within the advertisement with complete scientific, and technical data and may be able required to cite references supporting claims within the advertisement.
 - The advertisement may not include the use of a competitor's name, product, or prices, and the advertisement must not contain any unwarranted disparagements or unfair comparisons.
 - Advertisements must not be ambiguous and misleading.

Guidelines for Advertising:

Education Courses

- NYSADC Quarterly will accept advertisements from an accredited university or college-affiliated dental education course, either on a graduate level or on a continuing education level, or by a national certifying board or specialty society recognized by the ADA.
- Advertisements for commercially (non-academic, for profit) sponsored courses or for courses and educational materials directed to the income of a dentist or the commercial aspects of a dental practice are strictly prohibited, except as may be specifically approved by NYSADC.
- The advertisement must clearly state the course sponsor and credit hours if applicable.

Pharmaceutical Products

- Advertisements for pharmaceutical products will be considered for acceptance only after new product approval has been issued by the Food and Drug Administration, and must be supported by full disclosure of information, including each active ingredient.

No Implied Endorsement

- No advertisement for products or services in any NYSADC newsletter shall constitute an endorsement by, or approval of, NYSADC for such product or service, unless such endorsement or approval is authorized in writing, and the fact that such advertisement appears in the NYSADC newsletter shall not be referred to in any collateral advertising.

Guidelines for Advertising:

Warranty of Compliance

- By submitting the advertisement, the advertiser certifies and warrants to NYSADC that the advertisement, and the product or service referenced, are in complete compliance with all applicable governmental rules and regulations, and NYSADC' acceptance of such advertisement shall not be construed as a guarantee of such compliance.

Guarantees

- Any guarantees must be truthful, capable of substantiation, and fully disclose all conditions or limitations (or, if time and space restrictions prevent such disclosures, the advertisement must clearly state that the text of the guarantee can be examined prior to purchase).

Specific Quotations

- No advertisement may quote the names, statements or writings of an individual, public official, governmental agency, testing group or other organization without the express consent of such individual, entity or agency.

Guidelines for Advertising:

Declination

- New York State Academic Dental Centers, in its sole discretion, reserves the right to decline advertising for any product or service:
 - That is in conflict with these guidelines or procedures or practices supported by NYSADC;
 - That is in litigation in the private or public domain regarding advertising claims or product attributes;
 - That is the subject of any governmental agency challenge or any unfavorable or cautionary report by any governmental agency or NYSADC; or
 - That is not in the best interest of NYSADC or its members.

Procedures

- All advertisements must be submitted to the Special Projects Assistant. The advertisements will then be reviewed by (1) the Associate Executive Director and/or (2) the Executive Director. If an advertisement appears to meet the guidelines, but is questioned by a member of the advertising review committee or related staff on the basis that the advertisement does not meet the NYSADC standards for professional appearance or has questionable interest to the dental profession, the advertising review committee and the Executive Director will confer and render a decision by conference and vote.