

2012 Advertising Space Reservations

JOURNAL OF NEW JERSEY DENTAL ASSOCIATION

Advertising Rates

	One Time Rate	Four Time Rate	Advertising Sizes
Full Page Four Color Back Cover	\$2,390	(\$8,100/Year)	7" x 10"
Full Page Four Color Inside Covers	\$2,096	(\$7,100/Year)	7" x 10"
Full Page Four Color Inside Pages	\$1,798	(\$6,130/Year)	7" x 10"
Half Page Four Color Inside Pages	\$1,380	(\$4,495/Year)	Vertical: 3.5" x 10", Horizontal: 7.5" x 5"
Full Page Two Color Inside Pages*	\$1,470	(\$4,685/Year)	7" x 10"
Half Page Two Color Inside Pages*	\$ 915	(\$2,990/Year)	Vertical: 3.5" x 10", Horizontal: 7.5" x 5"
Full Page Black & White Inside Pages	\$1,055	(\$3,180/Year)	7" x 10"
2/3 Page Black & White Inside Pages	\$ 715	(\$2,375/Year)	Vertical: 4.5" x 10", Horizontal: 7.5" x 6.5"
Half Page Black & White Inside Pages	\$ 580	(\$1,890/Year)	Vertical: 3.5" x 10", Horizontal: 7.5" x 5"
1/3 Page Black & White Inside Pages	\$ 405	(\$1,210/Year)	Vertical: 2.25" x 10", Horizontal: 7.5" x 3.25"
1/4 Page Black & White Inside Pages	\$ 350	(\$1,070/Year)	Vertical: 3.5" x 5", Horizontal: 7.5" x 2.5"

Bleed Ad Charge: 10% Trim Size: 8.5" x 11", Bleed Size: 8.75" x 11.25", Live Area: 7" x 10", Screen: 133 Line

Color: All Four Color ads must be CMYK only (no RGB or Spot Colors), 1-color ads must be grayscale, please use only Black, not Rich Black or Registration.

*2-color ads must be Black and Pantone 3155 C.

Electronic Files Supported: Press Quality PDF (all fonts must be embedded, please include crop marks), QuarkXPress (include all fonts and art), Adobe Illustrator EPS (all fonts converted to outlines and all linked files included). E-mail: compressed .sit, .six or .zip files to: mgxprint@aol.com
Upload: files may be uploaded at www.mgxprint.com. Hard copy must be supplied with all ads.

Mailing Instructions: Send contracts, advertising materials and payment to MASTERGRAPHX

US Mail Send to: MASTERGRAPHX, PO Box 567, Monmouth Jct, NJ 08852

Overnight/Next Day/FedEx/UPS Send to: MASTERGRAPHX, 45 Stouts Lane, Suite 14, Monmouth Jct, NJ 08852

Cancellation of advertisements will not be accepted after 4 weeks of signing contract. We will not be responsible for errors due to adjustments made to incorrectly sized ads. All ads are camera ready, any alterations, minimum charge is \$225.00. Materials will not be returned.

To Reserve Advertising Space, Please Complete this Form and Fax to (732) 329-0024

Date: _____ Company: _____ Phone: _____ Fax: _____

Name _____ Address: _____

City: _____ State _____ Zip _____

E-mail _____ Advertiser Approval _____ Signature _____

Issue	Ad Deadline	Payment	Ad Size	Issue	Ad Deadline	Payment	Ad Size
Vol. 83 Num. 1* January 31	_____	_____	_____	Vol. 83 Num. 3* June 30	_____	_____	_____
Vol. 83 Num. 2* April 30	_____	_____	_____	Vol. 83 Num. 4* October 31	_____	_____	_____

*Dates subject to change without notice.

Payment Options

CHARGE TO: MasterCard Visa American Express Account Number _____ Expiration Date _____

Cardholder Signature _____ Check will be mailed (made payable to Mastergraphx) **Charge on credit card will be MGX, Inc.**

4 time advertisers: Payment due within 30 days (failure to pay within 30-35 days will result in future payments by credit card only). All other advertisers: Payment by credit card or company check.

Any questions contact Bob Copeland at 732-329-0088 or email mgxprint@aol.com