

## ADVERTISING STANDARDS FOR THE GREATER HOUSTON DENTAL SOCIETY JOURNAL

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The Journal of the Greater Houston Dental Society welcomes advertising. The advertisements should inform the Greater Houston Dental Society (GHDS) members of products and services which assist them in promoting dental health. The GHDS reserves the right to refuse any advertisement submitted. The following standards apply to all advertising which shall appear in the GHDS Journal.

The appearance of advertising in the Greater Houston Dental Society Journal is not a GHDS guarantee or endorsement of the product or the claims made for the product by the manufacturer. The fact that an advertisement for a product, service, or company has appeared in the Greater Houston Dental Society Journal shall not be referred to in collateral advertising.

1. The advertisement shall comply with all applicable legal requirements imposed by state or federal law.

2. The advertisement must comply with the Principles of Ethics and Code of Professional Conduct of the American Dental Association, the Texas Dental Association, and the Greater Houston Dental Society.

3. The advertisement shall not include claims which are not subject to independent verification or which are false, misleading, or deceptive.

4. The technical and aesthetic quality of the advertisement shall be in keeping with the standard required by the GHDS as evidenced by those advertisements appearing in its three (3) most recent issues.

5. The advertisement must not demean the dignity of the dental profession nor promote a product or service which is detrimental to the dental health and safety of the public.

6. The advertisement of a product within the purview of the Council on Dental Therapeutics of the American Dental Association for which an "Acceptance Program" exists shall not be accepted unless it is classified as "Accepted" or "Provisionally Accepted" and the claims are found to be substantiated by the Council.

7. The advertisement of a product within purview of the Council on Dental Materials, Instruments, and Equipment of the American Dental Association for which an official ADA specification exists shall not be accepted unless it is "Acceptable" or "Provisionally Acceptable" and the claims are found to be substantiated by the Council.

8. The advertisement of a product not within the purview of the Council on Dental Therapeutics or the Council on Dental Materials, Instruments, and Equipment, American Dental Association, shall not be accepted unless evidence of safety and effectiveness is demonstrated.

9. The advertisement shall not use the name of the American Dental Association, the Texas Dental Association, the Greater Houston Dental Society, or any Council, Committee, Component Society, or House of Delegates thereof without prior written authorization from the appropriate Association.

10. The advertisement of products or services not directly related to providing dental care to the public, such as insurance, banking services, investment and real estate opportunities, and other non-dental products shall not be accepted unless said product or service is designed and intended to be of special and direct benefit to practicing dentists and their families.

11. Books related to the practice of dentistry will be considered eligible for advertising. In addition, books of interest to dentists and their families as consumers will be eligible for advertising.

12. The advertisement may include the use of a competitor's name and the description of a comparable product or service, including price, if the comparison is made in a manner that is not false or misleading.

13. "Institutional-type" advertising germane to the practice of dentistry and public service messages of interest to dentists are eligible for appearance in the GHDS Journal.

14. Alcoholic beverages and tobacco products are not eligible for advertising.

15. Special purpose foods and nutritional supplements (for example, foods for low-sugar diets, postoperative diets, and therapeutic diets) are eligible when their uses are supported by acceptable data.

16. The GHDS reserves the right to decline advertising for any course that involves the teaching or use of a product or technique that is the subject of an unfavorable or cautionary report by an agency of the American Dental Association.

The purpose of these Advertising Standards is to advise potential advertisers of the requirements of the Greater Houston Dental Society and to assure fair and uniform application. These standards shall be implemented and interpreted by the Editor, subject to review by the GHDS Board of Directors. The physical placement of such categories in the GHDS Journal shall be at the sole discretion of the Editor.

OF THE  
GREATER HOUSTON  
DENTAL SOCIETY

## THE JOURNAL OF THE GREATER HOUSTON DENTAL SOCIETY

### Rate Schedule Per Insertion

*The Journal of the Greater Houston Dental Society* is the primary communication of the Society to its members and is one of the most valuable and visible benefits of membership in organized dentistry. It is recognized and respected across the state and has won national acclaim and awards. Established in 1929, the GHDS Journal has a monthly circulation of over 1,700.

#### Why Do GHDS Members Read the Journal?

Greater Houston Dental Society members look to the Journal for information on new products and companies offering equipment and services which help assist them in promoting the dental health and safety of the public. *The Journal of the Greater Houston Dental Society* has won several awards for content from the International College of Dentists, including: 1993 1st place, Golden Pen Award and 1999 1st place, Golden Pen Award. Due to the exceptionally high quality and informative scientific papers and current Society business, few members neglect reading their monthly Journals.

#### Frequency

The Journal is published 9 months a year (combined April/May issue and no publication in June and July).

#### Ad Copy

Send digital files, negatives or camera-ready copy **PRE-PAID** to the Greater Houston Dental Society, One Greenway Plaza, Suite 110, Houston, Texas 77046 or email to [jsmith@ghds.org](mailto:jsmith@ghds.org).

#### Discount

A 10% discount for contracts of three (3) months or more will apply to display ads only.

#### Information

**Copy Deadline** Refer to the list of dates provided with this material.

#### Dates

<b>Dimensions</b>	Ad Page	8 1/2 x 11"
	Bleed - Full Page	7 1/4 x 9 7/8
	Full Page	35/8 x 9 7/8
	1/2 page vertical	7 1/4 x 4 3/4
	1/2 page horizontal	35/8 x 4 3/4
	1/4 page	

#### Display Ad Rates

	<u>Black &amp; White</u>	<u>Color</u>
Bleed	\$425.00	\$467.50
Full Page	\$395.00	\$434.50
1/2 Page	\$230.00	\$253.00
1/4 Page	\$135.00	\$148.50

#### Inside Front or Back Cover

	<u>Black &amp; White</u>	<u>Color</u>
Full page only	\$500.00	\$550.00

#### Outside Back Cover

	<u>Black &amp; White</u>	<u>Color</u>
1/2 page only	\$360.00	\$396.00

#### Typesetting Rates (in addition to display rates)

Bleed	\$95.00
Full Page	85.00
1/2 Page	75.00
1/4 Page	65.00

Any camera ready ads received which are not the correct dimension will be re-sized and charged accordingly.

#### Classified Rates (discount does not apply)

Less than 40 words	\$40.50	GHDS Member
	80.50	Non-Member
Over 40 words	80.50	GHDS Member
	115.50	Non-Member
Over 80 words	120.00	+ ten cents for each additional word

All classifieds to run in the members only area of the GHDS Website the same month that they run in *The Journal* must be requested to [jsmith@ghds.org](mailto:jsmith@ghds.org).

#### Circulation

1500 - 1700 Members  
100 - 200 Non-Members

#### Subscription

Annual Subscription Rate - \$50.00

*We Reserve The Right To Refuse Any Advertisement Submitted And The Right To Refuse The Renewal Of Any Previously Accepted Advertisement.*

*Effective May 15, 2005*

THE  
JOURNAL OF THE  
GREATER HOUSTON  
DENTAL SOCIETY

Established  
December, 1929

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