



THE GREATER HOUSTON DENTAL SOCIETY MEDIA KIT

# The Greater Houston Dental Society 2021-2022 Print and Digital Advertising

*(The following ad rates were effective as of July 10, 2020.)*

## Classified Advertising (Online - ghds.org and Print- GHDS Journal)

Online classifieds are available throughout the year at the ghds.org website and reserved by month (30 day posting). The GHDS also has a classifieds page in our printed Journal, which is produced four times/year. There are separate fees for online classifieds from print classifieds. No photos/images included in classified ads. Submit classified ad text via email [jsmith@ghds.org](mailto:jsmith@ghds.org) for placement. Our staff will provide an invoice to collect ad payment. Payment is due at time of ad placement.

	ONLINE (per month/30-day period at ghds.org)		PRINT (in GHDS Journal – 4 times per year-September to June)		BOTH – Appearance in Print & Online	
Classified Ad Word Count	Member	Nonmember	Member	Nonmember	Member	Nonmember
Up to 40 words	\$ 50.00	\$ 100.00	\$ 50.00	\$ 100.00	\$ 90.00	\$ 190.00
Over 40 words	+ \$ .50 per each additional word	+ \$ 1.00 per each additional word	+ \$ .50 per each additional word	+ \$ 1.00 per each additional word	+ \$ .50 per each additional word	+ \$ 1.00 per each additional word

## Display Advertising (GHDS Journal)

To reserve display ad space in the *Journal of the Greater Houston Dental Society* (mailed to members four times per year), please use our contract. Rates, deadlines and publication schedule can also be found on ghds.org. Digital copy at ghds.org

	Rates for: - Fall 2021 Issue - Spring 2022 Issue - Summer 2022 Issue		Rate for Winter 2021 (SPECIAL MEMBERSHIP ISSUE)		PACKAGE DEAL-DISCOUNTED RATE FULL YEAR (4 ISSUES)	
AD SIZE	Black and White	COLOR -	Black and White	COLOR	Black and White	COLOR
Full Page	\$575	\$750	\$875	\$1050	\$2470	\$3135
Inside Cover, Full Page	Not applicable	\$1150	Not applicable	\$1450	Not applicable	\$4655
Inside Back, Back Cover- Full Page	Not applicable	\$1050	Not applicable	\$1350	Not applicable	\$4275
Half Page	\$375	\$550	\$675	\$850	\$1710	\$2375
Quarter page	\$225	\$400	\$525	\$700	\$1140	\$1805

## FREQUENCY

The Journal is published four (4) issues a year: Fall, Winter, Spring and Summer issues. Winter is a Special Membership Issue.

## BASIC REQUIREMENTS

A press-ready PDF, EPS with all text outlined or a flattened TIFF. All ads must be high resolution, at least 300 dpi. The color space must be CMYK or Grayscale. No RGB, LAB or embedded color profiles. All PMS colors MUST be converted to CMYK. Fonts should be converted to outlines. The Journal does not accept files created in Microsoft Publisher or Microsoft Word.

## AD COPY

Send digital files or camera ready ads, PRE-PAID via email to:

Ms. Jennifer Smith, Managing Editor

jsmith@ghds.org

## Specialist Directory Advertising (GHDS Journal)

To advertise in the Specialist Directory of the GHDS Journal, you must be a current member specialist of the Greater Houston Dental Society. Each issue contains a list of specialists categorized by their specialty with their office address(es), telephone number, and website or email address.

As a GHDS Member Specialists, your exposure in the specialist directory is maximized, with increased visibility this year:

- Appear in designated section of the print & digital Journal
- Appear in a designated section of the GHDS website
- Referenced prominently in the monthly e-newsletter

**\$325.00 PER DENTIST in your office (\$81.25 per issue x 4 issues)**  
**\$60.00 PER ADDITIONAL office address**

**Subscription (GHDS Journal)** The rate for the Journal subscription is \$50 per year.

## E-Newsletter Advertising

The GHDS has rolled out a NEW electronic newsletter as a benefit to our members. The E-Newsletter will be distributed to approximately 1,600 member dentists in the Greater Houston district on a monthly basis. Following are the ad rates for the GHDS E-Newsletter. E-Newsletter Ads must be prepaid in advance and are a separate entity from the Journal. Newsletter advertising has limited availability and is on a first come, first served basis.

SIZE	MEMBER 1 EDITION	NONMEMBER/ COMPANIES 1 EDITION	MEMBER Package Deal for all editions (July-June)	NONMEMBER/ COMPANIES
<b>Large Banner Ad 570 x 110 px</b>	\$500	\$750	\$4800	\$7,800
			<i>(Can prorate later issues, Members \$400/edition, Nonmember \$650)</i>	
<b>Medium rectangle 166 x 130 px</b>	\$250	\$500	\$1,800	\$4,800
			<i>(Can prorate later issues, Members \$150/edition, Nonmember \$400)</i>	

**Camera ready art, image file .png preferred. Art to be submitted via email [jsmith@ghds.org](mailto:jsmith@ghds.org) no later than 10th of month for that month's issue. A signed contract must accompany submitted art. - The GHDS will invoice once receive signed contract + art – Ad placement as determined by the GHDS**

For questions or more information, please contact Mrs. Smith at the GHDS office, [jsmith@ghds.org](mailto:jsmith@ghds.org) / 713-961-4337 x 103.



## **2021-2022 Publishing Schedule**

### **Quarterly Editions**

- **Fall Issue (September/October)**  
**Deadline - August 10, 2021**
- **Winter Issue (November/December)**  
**Deadline - October 10, 2021**
- **Spring Issue (February/March)**  
**Deadline - December 10, 2021**
- **Summer Issue (May/June)**  
**Deadline - February 10, 2022**

# 2021-2022 ADVERTISING CONTRACT

I, \_\_\_\_\_, representing

desire to advertise with the GHDS for these editions: \_\_\_\_\_

year 2021-2022. The Journal ad is to be:  1/4 Page  1/2 Page  Full Page  Bleed Full Page

or this classified ad is to be (word count):  under 40  over 40

The Journal ad quarterly editions are: Fall 2021, Winter 2021, Spring 2022 and Summer 2022.

THE BITE newsletter ad monthly editions are: June 2021, July 2021, August 2021, September 2021, October 2021, November 2021, December 2021, January 2022, February 2022, March 2022, April 2022, May 2022.

**Please choose which editions for your ad to run in 2021-2022, and specify in the space provided above.**

**New advertising rates are in effect as of July 10, 2020. Please refer to the enclosed sheets for more information.**

Copy must be camera ready. Payment is due before or by first issue published.

Contact: Ms. Jennifer Smith at:

Greater Houston Dental Society

Phone: 713-961-4337 Email: jsmith@ghds.org

I certify that the product and services offered in this advertisement are in compliance with all applicable Texas laws, including the Texas Dental Practice Act, and the applicable rules and regulations of the State Board of Dental Examiners of Texas.

Signed, \_\_\_\_\_ Date \_\_\_\_\_

\_\_\_\_\_  
Name of Member, Individual or Company

\_\_\_\_\_  
Address, City, State, ZIP Code

\_\_\_\_\_  
Phone Number

\_\_\_\_\_  
Fax Number

\_\_\_\_\_  
Email

WE RESERVE THE RIGHT TO REFUSE ANY ADVERTISEMENT SUBMITTED.



## ADVERTISING STANDARDS

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.