

SAN JOAQUIN DENTAL SOCIETY



*Encompassing the Counties of CALAVERAS, SAN JOAQUIN, AND TUOLUMNE and the City of Galt*

7849 N. Pershing Ave. Stockton, CA 95207  
(209) 951-1311 Fax (209) 951-1321

Thank you for your inquiry pertaining to advertising  
in the San Joaquin Dental Society's newsletter, the  
*Delta-Sierra Dental Digest*.

Please find enclosed display advertising rates,  
production charges, mechanical requirements,  
circulation information, publication schedule and a  
confirmation form for advertising space.

We look forward to hearing from you.

# Delta Sierra Dental Digest

A Publication of the San Joaquin Dental Society  
 Encompassing the Counties of San Joaquin, Calaveras, Tuolumne and the City of Galt  
 A Component of the California Dental Association and the American Dental Association

## Confirmation of Advertising Space

**Please Print** Date \_\_\_\_\_  
 Company \_\_\_\_\_ Phone ( ) \_\_\_\_\_  
 Company Representative/Contact \_\_\_\_\_  
 Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 FAX # ( ) \_\_\_\_\_ Email \_\_\_\_\_

**Our company is confirming the**

Ad Size	Rates* (Six Issues Per Year)
<input type="checkbox"/> 1/2 Column - Long	\$ 800.00
<input type="checkbox"/> 1/2 Column - Wide	800.00
<input type="checkbox"/> 1 Column	1,600.00
<input type="checkbox"/> 2 Column - Long	2,200.00
<input type="checkbox"/> Double 1/2 Column	1,600.00
<input type="checkbox"/> 3 Column - Half Page	2,200.00
<input type="checkbox"/> 3 Column - Full Page	2,800.00

(See attached for one-issue ad rates)

*\*Rates Based on Camera-Ready Copy.  
 SJDS reserves the right for placement of ads.*

**Advertising Copy:**     Camera-Ready Copy is Enclosed  
 Camera-Ready Copy Will be Forwarded by \_\_\_\_\_  
 Draft Material Enclosed - please have printer typeset.

### **Confirmation of Ad Space, Must Include Payment**

I am confirming ad space as indicated above for:

\_\_\_ One (1) issue      \_\_\_ Six (6) issues of the Delta-Sierra Dental Digest

Total Ad Cost .....\$ \_\_\_\_\_

Add Production Charges (if not camera-ready - \$125)..... \_\_\_\_\_

**Total**.....\$ \_\_\_\_\_

**Method Payment:**

Enclosed is my check

Please bill my \_\_\_ VISA \_\_\_ MasterCard:

Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_ Signature \_\_\_\_\_

**Make Check Payable to and Mail to:**  
 San Joaquin Dental Society  
 7849 N. Pershing Ave., Stockton, CA 95207

**FAX Confirmation to 209-951-1321  
 (Must Use Credit Card Payment)**

# Delta Sierra Dental Digest

## Display Advertising Rates (One Color Advertising Only - Black Print)

### Mechanical Requirements

Ad Size	Width	Height	Rates* (Six issues Per Year)	Rates* (One Issue)
1/2 Column - Long	2.25" x	4.25"	\$ 800.00	\$150.00
1/2 Column - Wide	4.25" x	2.25"	\$ 800.00	\$150.00
1 Column	2.25" x	9.00"	\$1,600.00	\$300.00
2 Column - Long	4.75" x	9.00"	\$2,200.00	\$400.00
Double 1/2 Column	4.75" x	4.75"	\$1,600.00	\$300.00
3 Column - Half Page	7.50" x	4.75"	\$2,200.00	\$400.00
3 Column - Full Page	7.50" x	9.75"	\$2,800.00	\$500.00

**\*Above Rates Based on Camera-Ready Copy**

**Other Mechanical Requirements:** All advertising will be placed within a boxed format, using the above mechanical requirements as the width and height for your ad. Ad copy must fit within boxed layout.

**Production Charges:** Advertising may be submitted in a draft form and we will typeset your copy. Typeset fee is an additional \$125. (To obtain a proof copy, advertising must be submitted four (4) weeks prior to scheduled copy deadline.)

**Save! – Reservations for Six Issues:** The best rate is when advertising in six (6) issues of the *Delta-Sierra Dental Digest* for a publication year.

**Reservations for One Issue:** Reservations for advertising will be accepted for one (1) issue of the *Delta-Sierra Dental Digest*. One-time ad rates are listed above.

**Advertising Policy:** All ads that are submitted for publication are subject to the approval of the Advertising Policy of the *Delta-Sierra Dental Digest*. All advertisers receive copies of the *Delta-Sierra Dental Digest*.

**Circulation:** 350 active practicing members of the San Joaquin Dental Society. Readers include the members, their staff and spouses. Other circulation: Officers, Editors and Executive Directors of 32 other components. We estimate more than 1,000 readers total.

**Publication Schedule:** Six (6) issues per year.

**Send Advertising To:**  
San Joaquin Dental Society  
7849 N. Pershing, Stockton, CA 95207

**Make Check Payable To:**  
San Joaquin Dental Society