



2010 RATE CARD

EFFECTIVE JANUARY 1, 2010

GENERAL ADVERTISING - Includes BOTH French and English Publications

	1 time	6 times	12 times	18 times	24 times
1 page	\$2770	\$2660	\$2625	\$2440	\$2340
2/3 page	2295	2240	2165	2091	2015
1/2 page	1655	1615	1525	1430	1390
1/3 page	1290	1230	1195	1090	1050
1/4 page	1020	930	895	825	770
1/8 page	610	595	580	540	525

COVERS

(Non-cancellable: Rates include 4-colour process. All cover positions 4-colour only.)

Inside Front Cover	\$4740
Inside Back Cover	\$4740
Outside Back Cover	\$4905
Bleed	No charge
French Film	No charge

COLOUR

One additional process colour	\$ 635
Two additional process colours	\$1325
4-colour process	\$1890

COMMISSION AND CASH DISCOUNT

15% agency commission to recognized advertising agencies – no early payment discount.

INSERTS

Black and white page rate for first two pages. No insertion charge.

Third and fourth page at 75% of B & W rate earned. Additional pages at 50%.

Polybag outsert quotation available on request.

BUSINESS REPLY CARDS

\$1200 per insertion. Cards supplied by advertisers. Size: Minimum 3" high (spine side) x 5 1/2" wide plus 2 1/2" lip on left side. 1/4" head trim required. Delivery date – 5th of the month preceding the month of publication.

DIGITAL INFORMATION

High resolution, press-quality PDF files with color proofs.

For further information, contact Ken Gardiner at Tel: (613) 738-5806 or e-mail: keng@dollco.com

FTP information available on request.

MECHANICAL REQUIREMENTS

JCDA is a digital offset publication (see digital information). If high resolution PDF files are not supplied or film is supplied there will be an additional charge of \$275

	WIDTH	HEIGHT
Trim size	8 1/4	10 7/8
Type page	7	10
Bleed size	8 5/8	11 1/4
D.P.S. bleed size	17	11 1/4

UNIT

2/3 page vertical	4 1/2	9 3/8
2/3 page horizontal	6 15/16	6 1/4
1/2 page horizontal	6 15/16	4 5/8
1/3 page horizontal	6 15/16	3 1/8
1/3 page vertical	2 1/8	9 3/8
1/4 page vertical	3 1/3	4 11/16
1/4 page horizontal	6 15/16	2 5/16
1/8 page	3 1/3	2 5/16

FREQUENCY: 6 x per year.

PUBLICATION DATE

The 8th day of the month of publication.

Send insertion orders and advertising material to:

CLOSING DATES

Insertion Orders: The 28th day, two months previous to publication date.

Material: 5th of month previous to publication date.

COPY AND CONTRACT REGULATIONS

1. All copy is subject to the approval of CDA.
2. Cancellations cannot be accepted after closing date.

INSERT INFORMATION

Variations from standard 2-page insert subject to special quotation.

Size: 8 3/8 x 11 1/2 lip on left side. Trimming: 1/4 head trim required.

Inserts must also conform to mechanical type requirements.

Stock – not to exceed 100lb. (minimum 70lb.)

Inserts from U.S. must show "Printed in U.S.A." Sample of insert or photostat should accompany insertion order – clients are responsible for all customs charges.

Quantity – consult publisher.

Delivery date – 5th of month preceding the month of publication.

Send physical materials to: The Journal of the Canadian Dental Association, c/o Dollco Printing, Attn: Ken Gardiner, 2340 St. Laurent Blvd., Ottawa, Ontario K1G 6E3.

Send shipping notification to rgalipeau@cda-adc.ca

CIRCULATION: 21,891

For Profile, see over

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PROFILE

JCDA is the flagship publication of the Canadian Dental Association.

As the authoritative written voice of the dental profession in Canada since 1935, *JCDA* is published 6 times per year in both English and French. It is mailed to every dentist and dental student in Canada, in the official language of their choice, as well as to libraries, faculties of dentistry, governments and representatives of the dental industry.

JCDA is Canada's only national peer-reviewed dental publication. It remains dedicated to publishing worthy clinical and scientific articles, based on the best available evidence, and to keeping Canada's dentists informed about the dental issues and developments of significance to the profession.

JCDA's focus is always on meeting the knowledge and information needs of Canadian dentists. Feedback from *JCDA* readers tells us that dentists want practical clinical and profession-related information presented in an attractive and accessible format. As such, *JCDA* appears in a combined print and online format.

As part of its publication strategy, the paper version of *JCDA* is identified as "essential" reading for Canadian dentists. It builds community within Canadian dentistry by allowing dentists to see themselves and their concerns in the pages of *JCDA*. The electronic version of *JCDA* is the more global edition — one that is open to the world with a continued emphasis on scholarly, peer-reviewed material.

An evolving *JCDA* combines clinical review articles, news from a variety of sources and interviews with people in the profession alongside our traditional material.

Reader favourites include a "Point of Care" feature that provides concise answers to practical clinical questions, a "Clinical Showcase" feature that focuses on the technical art of dentistry, and quizzes related to clinical diagnosis ("Diagnostic Challenge"). *JCDA* editorial consultants scan the dental and medical literature to identify information from other publications that is summarized for *JCDA* readers. *JCDA* also works closely with national dental specialty organizations to provide clinical information updates pertaining to dentistry's specialty disciplines.

The on-line versions of *JCDA* contain the full text of selected articles and additional news and audiovisual material. The online versions are located at www.jcda.ca.

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