



CHICAGO DENTAL SOCIETY
THE RESPECTED LEADER IN SCIENTIFIC DENTAL MEETINGSSM

2018 Advertising Rate Card

312.836.7326 | WWW.CDS.ORG



2018 Advertising Rates And Specifications

TABLE OF CONTENTS

- 3 CDS Review
- 4 Midwinter Meeting Official Program
- 4 Midwinter Meeting App
- 5 Digital Advertising Opportunities
- 6 Website Advertising
- 7 Eligibility Rules
- 8 How to Submit Your Advertising Materials

The Chicago Dental Society offers a variety of publications and digital media platforms for you to share your message with our members.

- **CDS Review:** Our award-winning official membership magazine is published seven times a year. Average circulation: 8,125.
- **Midwinter Meeting Official Program:** A handy guide tool attendees refer to while at our annual meeting. Circulation: 20,000 copies on site at McCormick Place West.
- **Midwinter Meeting App:** An interactive tool that provides a variety of opportunities for you to convey your message to attendees. More than 10,900 attendees were users on the 2017 app.
- **Digital advertising opportunities:** Including our website, www.cds.org, our digital daily newspaper, our digital edition of CDS Review, our monthly member e-newsletter and our Midwinter Meeting e-Blast newsletter.

CONTACT OUR AD SALES REPRESENTATIVES TODAY

Fox Associates is the exclusive advertising sales representatives for CDS publications and digital media. The inventory of advertising opportunities includes the CDS Review, Midwinter Meeting Official Program, Midwinter Meeting App, CDS website and e-newsletters.

To place your display ad, please email Fox Associates at adinfo.cds@foxrep.com or contact one of the following regional offices:

Fox-Chicago

P: 800.440.0231 or 312.644.3888 | F: 312.644.8718
116 W. Kinzie St., Chicago, IL 60654

Fox-New York

P: 212.725.2106 | F: 212.779.1928
347 Fifth Ave., Suite 706-B, New York, NY 10016

Fox-Los Angeles

P: 805.522.0501 | F: 312.644.8718
5345 Cochran St. # 203, Simi Valley, CA 93063

Fox-Detroit

P: 248.626.0511 | F: 248.626.0512
6765 Woodbank Dr., Bloomfield Hills, MI 48301

CDS REVIEW DISPLAY ADVERTISING RATES

Black and White

Page	1x	3x	7x
Full page	\$2,415	\$1,905	\$1,785
2/3 page	\$1,720	\$1,400	\$1,275
1/2 page	\$1,465	\$1,335	\$1,200
1/3 page	\$1,335	\$1,200	\$1,085
1/4 page	\$885	\$760	\$640
1/6 page	\$640	\$510	\$380

4-Color

Page	1x	3x	7x
Full page	\$4,005	\$3,440	\$3,310
2/3 page	\$2,930	\$2,670	\$2,545
1/2 page	\$2,545	\$2,295	\$2,165
1/3 page	\$1,905	\$1,655	\$1,400
1/4 page	\$1,275	\$1,145	\$1,020
1/6 page	\$955	\$830	\$700

Cover and Preferred Position Premiums

Page	1x	3x	7x
Cover 2	\$4,580	\$4,070	\$3,950
Cover 3	\$4,200	\$3,695	\$3,560
Cover 4	\$4,830	\$4,580	\$4,320

Gatefold cover: Rates vary, depending on the complexity of the cover. Contact your Fox Associates representative for quote.

Inserts, tip-ons: Rates and specifications are available upon request.

All premium positions are non-cancelable.

CDS Review Deadlines

Mailing dates listed below are target dates. CDS does not guarantee the magazine will mail on these dates.

Issue	Insertion Deadline	Materials Deadline	Mailing Date
Jan/Feb	Dec. 1, 2017	Dec. 22, 2017	Jan. 10, 2018
March/April	Jan. 26, 2018	Mar. 2, 2018	March 19, 2018
May/June	April 2, 2018	April 13, 2018	May 1, 2018
July/Aug	June 1, 2018	June 15, 2018	July 5, 2018
Sept/Oct	Aug. 1, 2018	Aug. 16, 2018	Sept. 4, 2018
November	Sept. 11, 2018	Sept. 17, 2018	Oct. 15, 2018
December	Oct. 12, 2018	Nov. 8, 2018	Nov. 22, 2018

MIDWINTER MEETING ISSUES – BONUS CIRCULATION

- **JANUARY/FEBRUARY:** Last issue before the Midwinter Meeting. **Bonus Circulation: 1,000+**
- **NOVEMBER:** Midwinter Meeting Preliminary Program issue. This is the issue attendees keep and refer to when choosing courses or planning their visit. **Bonus Circulation: 2,000+**

For the convenience of our members and subscribers, we offer the CDS Review in both print and a downloadable digital format at no additional charge.

Call our representatives to learn how you can use the digital platform to promote your company in a unique way.

CDS Review ad specifications

Unit	Width	Height
Publication/Trim:	8.375"	10.875"
Full page	8.375"	10.875"
Full page w/bleed:	8.625"	11.125"
Spread w/bleed:	17.25"	11.125"
2/3 page	4.5"	9"
1/2 page	7"	4.5"
1/3 page (V)	2.25"	9"
1/3 page (H)	4.5"	4.5"
1/4 page	7"	2.5"
1/6 page (V)	2.25"	4.5"
1/6 page (H)	4.5"	2.25"

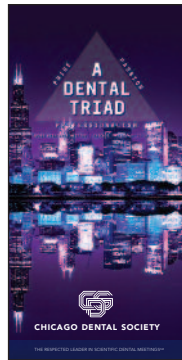
IMPORTANT: Avoid placing text or photos you consider "vital" within 0.25" of the top, bottom, sides or gutter. Bleed ads: No additional charge



Midwinter Meeting Official Program



The Chicago Dental Society Midwinter Meeting™ annually attracts nearly 30,000 attendees and more than 600 exhibiting companies, making it one of the five best-attended dental meetings in the United States. In 2018, the Midwinter Meeting returns to the McCormick Place West Building. Both the continuing education program and commercial exhibition take place Thursday-Saturday, February 22-24.



The Official Program of the CDS Midwinter Meeting is available to every dental professional who attends the meeting. The program includes complete information covering the educational courses and scientific programs, a Guide to Technical Exhibits (including a map of the Exhibit Hall), and details of CDS special events held during the meeting.

OFFICIAL PROGRAM DISPLAY ADVERTISING RATES

4-Color

Inside page	\$6,240
Cover 2	\$7,245
Cover 3	\$7,245
Cover 4	\$8,915

Black and White

Inside page	\$5,345
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Official Program Deadlines

- Insertion deadline: January 4, 2018
- Materials deadline: January 18, 2018

Official Program ad specifications

Unit	Width	Height
Publication size	4.5"	9"
Including bleed	4.75"	9.25"

Cover position advertisers, please note: Due to binding, avoid placing "vital" text or graphics within 0.375" of the side of the page closest to the gutter fold on the inside front and inside back covers. This 0.375" safety margin is to allow for cover to be bound to the inside pages without obscuring vital text or graphics.

CDS is not responsible for any printing and binding issues that affect any content of the ad placed in this area. No exceptions.

MIDWINTER MEETING APP

The 2018 Official App will go live beginning in January 2018.

Ask your ad sales representative about these opportunities, as well as rates and dimensions.

Digital Advertising Opportunities

E-NEWSLETTER ADVERTISING

CDS keeps members informed about its latest events, continuing education opportunities, member benefits and volunteer opportunities throughout the year via our monthly e-newsletter. Nearly 5,000 members receive the electronic publication. Place a banner ad in our e-newsletter and we can link our readers directly to your website.

Additionally, CDS publishes the Midwinter Meeting e-Blast – a daily e-newsletter during that is sent to the email addresses of all registered attendees from Wednesday through Sunday (February 21-25, 2018) of the week of the Midwinter Meeting.

Monthly e-newsletter advertising rates

Banner ad: \$700 net per month

Coupon Box: \$500 net per month

Frequency discounts are available

SPECIFICATIONS

Dimensions: 468 x 60 pixels, at 72 ppi

Maximum file size: 120 KB

CDS accepts only GIF, JPEG and PNG files.

Midwinter Meeting e-Blast advertising rates

Banner ad: \$950 net per day;

\$4,250 for all five days

Coupon Box: \$550 net per

day; \$2,450 for all five days

SPECIFICATIONS

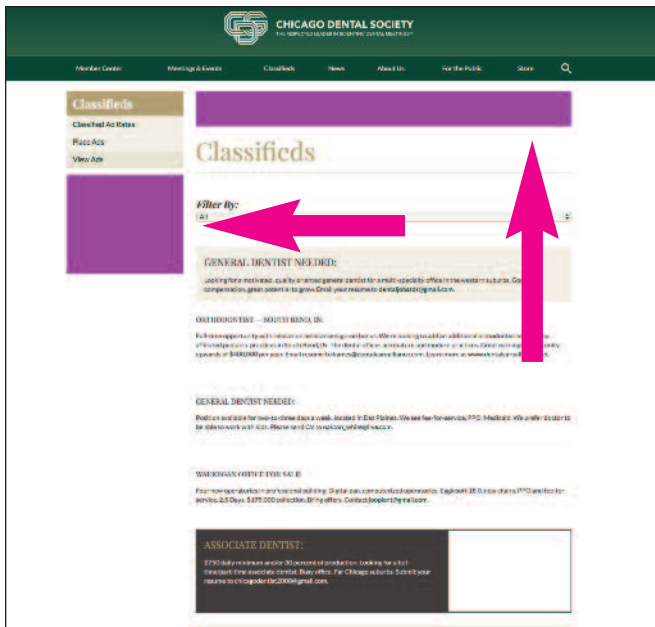
Banner ad: 468 x 60 pixels,
at 72 ppi

Coupon Box: 600 x 150
pixels, at 72 ppi

*CDS accepts only GIF, JPEG
and
PNG files.*



Website Advertising



WEBSITE ADVERTISING

URL: WWW.CDS.ORG

www.cds.org attracts users from throughout the Chicago metropolitan area and the greater Midwest. Visitors come to our site to learn about the Midwinter Meeting and other continuing education opportunities as well as use our classified advertising section as a resource for finding employment opportunities, space for rent or equipment for sale.

Our mobile-friendly website offers two ad sizes. Your ad can be placed almost anywhere throughout the site.

Website Sidebar Advertising Rates and Specifications

Style: Super Leaderboard
Rate: \$2,300 net per month
Size: 970 x 90 pixels, 72 ppi

Style: Medium Rectangle
Rate: \$1,650 net per month
Size: 300 x 250 pixels, 72 ppi

CDS.ORG OCT. 11, 2016 – AUG. 31, 2017

Total visitors	140,443
Pageviews	865,276
Average number of pages viewed	3.20
Average time on page	1:24

TOP 5 PAGES VISITED

PAGE	PAGEVIEWS	%
1. /meetings-events/midwinter-meeting	158,105	18.27%
2. /default.aspx	130,496	15.08%
3. /classifieds/view-ads	49,397	5.71%
4. /member-center/login	23,039	2.66%
5. /meetings-events/midwinter-meeting/information-for-exhibitors	20,805	2.40%

Eligibility Rules

- Advertisements must not be deceptive or misleading. All advertising must be factual, dignified, in good taste and intended to provide useful product and service information. CDS reserves the right to accept or reject advertising at its sole discretion.
- Advertisements are not acceptable if they conflict with or appear to violate policies of the American Dental Association or CDS; the American Dental Association Principles of Ethics and Code of Professional Conduct; or the Constitution and Bylaws of the American Dental Association, Illinois State Dental Society or CDS.
- Advertisements are not acceptable if they are deemed offensive in text or artwork, or contain personal, racial or religious attacks.
- The fact that an advertisement has appeared in a CDS publication shall not be referred to in collateral advertising.
- Products or services eligible for advertising in CDS publications must be germane to, effective for and useful in the practice of dentistry. Products and services offered by responsible advertisers that are not related to dentistry but are of interest to dentists are eligible for advertising.
- By submitting advertising copy, advertisers certify that the copy and the advertised product(s) are in accord with applicable government regulations.
- Advertisements may cite, in footnotes, references from dental and other scientific literature provided the reference is truthful and is a fair and accurate representation of the body of literature supporting the claims made. Unwarranted disparagement or unfair comparisons of a competitor's products or services are not allowed.
- It is assumed by CDS that comparative advertising is truthful and does not mislead the reader. Truthful and fair comparative advertisements may include the use of a competitor's name and the description of a comparable product or service, including price.
- Alcoholic beverages and tobacco products are not eligible for advertising.
- Miscellaneous products and services not specified in these standards may be eligible to advertise on a case-by-case basis.
- Advertisements are not accepted for meetings or seminars that are offered at the same time or on the same date or in any way conflict with CDS meetings, seminars or educational programs.

INDEMNITY CLAUSE

The publisher is not responsible for errors in the index of advertisers. Advertisers and advertising agencies assume liability for all content (including text, representations and illustrations) or advertisements printed, and also assume responsibility for claims arising from such advertisements made against the publisher.

The publisher shall not be liable for any failure to print, publish or circulate all or any portion of any issue in which an advertisement accepted by the publisher is contained if such failure is due to acts of God, acts of government, acts of suppliers, acts of U.S. Postal Service, strikes, accidents or other circumstances beyond publisher's control.

In consideration of publication of an advertisement, the advertiser and the agency, jointly and severally, will indemnify and hold harmless the publisher, its officers, agents and employees against all expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including, but not limited to, claims or suit for libel, violation of right of privacy, copyright infringement or plagiarism.

PAYMENT TERMS

Payment is due within 30 days of the invoice date. If payment is not received within 30 days, a new invoice will be cut reflecting the cancellation of any discount off the rate card rate. An additional 1.5 percent penalty will also be charged. If payment has not been received within 60 days of the original invoice date, an additional 1.5 percent late fee charge will be added.

OVERSIZED ADS

Advertisements submitted with dimensions that do not meet our specifications may be scaled to fit.

BLEED ADS

No additional charge

How to Submit Your Advertising Materials



- The preferred file format is high-res PDF.
- Send ad files directly to CDS to tlong@cds.org. To ensure that your ad is not mistaken for spam, please call 312.836.7326 to follow up.
- If the file is too large to email, contact CDS for FTP information or post it to a file sharing site and email the download link to tlong@cds.org.
- CDS also accepts files created using QuarkXPress and Adobe CS. CDS works with printers that accept both PC and Mac files. If submitting a file other than a high-resolution PDF, be sure to include all fonts and images, as well as a color proof.
- Ads designed using Microsoft Word, Excel, Power Point or Publisher will not be accepted. Ads sent as film or camera-ready artwork will be subject to a 10 percent surcharge.

DESIGN FEES

If your organization can not provide its own ad file, CDS can help you design your ad. CDS charges a rate of \$100 per hour to design your ad.

Design fees vary depending on the complexity of the design and client approval process. The design charge for a full-page ad begins at \$200.

CONTACT INFORMATION

Chicago Dental Society

Attn: Advertising
401 N. Michigan Ave., Suite 200
Chicago, IL 60611-5585

P: 312.836.7326

F: 312.836.7337

E: tlong@cds.org

FUTURE MIDWINTER MEETINGS

153rd Chicago Dental Society Midwinter Meeting

McCormick Place West Building, Chicago
Thursday-Saturday, February 22-24, 2018

154th Chicago Dental Society Midwinter Meeting

McCormick Place West Building, Chicago
Thursday-Saturday, February 21-23, 2019

155th Chicago Dental Society Midwinter Meeting

McCormick Place West Building, Chicago
Thursday-Saturday, February 20-22, 2020



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