



Florida National Dental Convention Official On-site Program Advertising Rate Card

Effective Date: January 2009

Description: *The Official Program of the Florida National Dental Convention* contains important information about speakers, courses, events and exhibitors at FNDC2009. Copies are distributed on-site to all registered attendees. **Circulation:** approx. 8,500

Printing: 70# text, saddle-stitched
Cover— four color process
Inside text—two-color (Black and Pantone 328)

Page Size: 8 3/8" x 10 7/8" **Image Size:** 7 1/2" x 10 1/8" **Line Screen:** 150 lines per inch

Bleeds: Available on full-page ads only; image size 8 3/8" x 10 7/8", build to image size and extend 1/8" for bleed.

Closing dates: All requests for placement must be received by May 1, 2009. Requests may be faxed. Payment and art is due on May 8, 2009. Space is allocated on a first-come, first-serve basis.

DISPLAY ADVERTISING RATES

Width & Height	Ad Size	Four Color	Two Color	B & W
7 1/2" x 7 1/4"	Back cover (3/4 page)	\$1500	X	X
7 1/2" x 10 1/8"	Front inside cover	\$1000	X	X
7 1/2" x 10 1/8"	Back inside cover	\$1000	X	X
7 1/2" x 10 1/8"	Full page	\$850	\$600	\$450
7 1/2" x 4 3/4"	1/2 page (H)	\$650	\$450	\$300
3 5/8" x 9 3/4"	1/2 page (V)	\$650	\$450	\$300
3 5/8" x 4 3/4"	1/4 page	\$500	\$400	\$250

FORMAT REQUIREMENTS

FNDC encourages advertisers to submit ads in digital format. Please see the instructions below for specifications. Do **not** submit digital files without reading these instructions. *If you have questions, call our office at 850.681.3629 before sending advertisements.*

DIGITAL ART: Proofs: must be included with all digital files; must be provided at 100 percent.

Proof format: black-and-white ads must have a laser print; four-color ads must have an accurate color print (such as Iris, Rainbow or HP print).

Operating System: Mac or PC files are acceptable.

Media: CD-ROM or email pdf

Resolution: line art, 900 dpi; photos/illustrations, 300 dpi

Fonts: Postscript Type 1 or TrueType only

Image/ scan/ art formats: PDF; TIFF; EPS; JPG