



"THE OCCLUSAL REGISTER"

Official publication of the Kern County Dental Society

Company: _____ Contact Person: _____
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Checks payable to KCDS – mail to Kern County Dental Society, 930 Truxtun Ave, Ste 101, Bakersfield, CA 93301

I understand and agree to the below terms.

Signature: _____ Date: _____ Total: _____

About our Newsletter:

We mail/e-mail out 5 issues of "The Occlusal Register" yearly reaching more than 350 dentists. Issues are mailed the first week of January, March, May, September and November.

Our Advertising Policy: The editor is constantly on alert for misrepresentation in classifieds and advertisements, but does not investigate the offers made and reserves the right to decline, withdraw, and modify advertisements at our discretion. Space reservations should be made by letter or email to the advertising manager. Please indicate issue, size, and billing information. If space is reserved and artwork not received, you may be charged for the allocated space. All ads must be pre-paid. Acceptance of advertising in no way constitutes professional approval or endorsement. All ad copy and articles are subject to acceptance by the KCDS editorial board.

Ad Deadline: Payment and Ad must be received before the 15th of the month preceding issue date (Dec. 15 for Jan., Feb. 15 for March, etc.).

Ad Requirements:

Graphic Designer Checklist

CMYK 300DPI PDF FILE OUTLINE FONTS FLATTEN AND EMBED IMAGES*

If your ad uses any transparencies like shadow, blur, feathering, or layers, use the high-resolution flattener settings.

Name it: Please name it after your business like Acme Ad (not KCDS ad)

Email it: Once contract is completed and the Ad is paid for, you can email your ad to kcds@lightspeed.net or send questions to Shannon Ford at the same address. Large ads can be sent using www.SendSpace.com. Please call for details.

Rates (per ad) **Month to run ad: _____**
all sizes horizontal **Ad Size: _____**

or vertical

<p>Small \$50 3" tall</p>

<p>Medium \$75 4½" tall x 2½" wide</p>

<p>Large \$100 4½" tall x 3½" wide</p>

<p>Half Page \$150 4¼" tall x 5½" wide</p>

<p>Classified \$25 for first 25 words, plus 5 cents per addt'l word</p>

Discount:
One free ad if entire year is paid for in January