



"THE OCCLUSAL REGISTER"

Official publication of the Kern County Dental Society

Contact Person: _____ Phone #: _____ Email: _____
 Address: _____ City: _____ State: _____ Zip: _____
 CC #: _____ Exp: _____ CVV: _____

Checks payable to KCDS and mail to Kern County Dental Society, 3600 Pegasus Dr Unit 6, Bakersfield, CA 93308

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 info@kerncountyds.org or send questions to Shannon Ford at the same address. Please call for details.

Month to run ad: _____

Rates (per ad)

all sizes horizontal or vertical

Ad Size: _____

Small \$50
3" tall x 2 1/4 "

Medium \$75
4 1/2 " tall x 2 1/2 " wide

Large \$100
4 1/2 " tall x 3 1/2 " wide

Half Page \$150
4 1/4 " tall x 5 1/2 " wide

Classified
\$25 for first 25 words, plus 5 cents per additional word

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