

Issue and Closing Dates

| Issue | Space Closing | Material Closing |
|------------------|-------------------|------------------|
| January/February | December 16, 2011 | January 6 |
| March | January 20 | January 27 |
| April | February 24 | March 2 |
| May | March 23 | March 30 |
| June | April 20 | April 27 |
| July/August | June 1 | June 15 |
| September | June 29 | July 13 |
| October | August 24 | August 31 |
| November | September 21 | September 28 |
| December | October 26 | November 2 |

Dimensions

| | Width | | Height |
|-------------------|----------|---|---------|
| Full Page (Trim) | 8.125" | x | 10.875" |
| Full Page (Bleed) | 8.375" | x | 11.125" |
| 2/3 Page V | 4.584" | x | 9.625" |
| 1/2 Page H | 7.0" | x | 4.6875" |
| 1/2 Page V | 3.375" | x | 9.625" |
| 1/2 Page Isl | 4.5625" | x | 7.1875" |
| 1/3 Page Sq | 4.5625" | x | 4.6875" |
| 1/3 Page H | 7.0" | x | 3.125" |
| 1/3 Page V | 2.15625" | x | 9.625" |
| 1/4 Page | 3.375" | x | 4.6875" |

Advertising Rates

| 4C | 1X | 3X | 6X | 10X |
|---------|---------|---------|---------|---------|
| Full | \$2,830 | \$2,690 | \$2,555 | \$2,430 |
| 2/3 | 2,550 | 2,425 | 2,305 | 2,190 |
| 1/2 Isl | 2,410 | 2,290 | 2,175 | 2,065 |
| 1/2 | 2,125 | 2,020 | 1,920 | 1,825 |
| 1/3 | 1,840 | 1,750 | 1,665 | 1,580 |
| 1/4 | 1,560 | 1,480 | 1,405 | 1,335 |
| DPS | 4,815 | 4,575 | 4,345 | 4,130 |
| 1/2 DPS | 3,610 | 3,430 | 3,260 | 3,100 |

| BW | 1X | 3X | 6X | 10X |
|---------|---------|---------|---------|---------|
| Full | \$1,520 | \$1,445 | \$1,375 | \$1,305 |
| 2/3 | 1,370 | 1,300 | 1,235 | 1,175 |
| 1/2 Isl | 1,140 | 1,085 | 1,030 | 980 |
| 1/2 | 990 | 940 | 895 | 850 |
| 1/3 | 760 | 720 | 685 | 650 |
| 1/4 | 610 | 580 | 550 | 525 |
| DPS | 2,735 | 2,600 | 2,470 | 2,345 |
| 1/2 DPS | 1,780 | 1,690 | 1,605 | 1,525 |

| COVERS (4C only) | 1X | 3X | 6X | 10X |
|------------------|-------|-------|-------|-------|
| OBC | 3,540 | 3,365 | 3,200 | 3,040 |
| IFC/IBC | 3,400 | 3,230 | 3,070 | 2,920 |

Special Position Charges:

Non-cover: 15% of space charges extra
Centre Spread: 20% of space charge extra
Inserts/Outserts: Rates on request

Mechanical Requirements

Electronic Material: Digital files only. **PDF/X-1a files are preferred.** Alternate acceptable formats include: Macintosh format, QuarkXPress 7, InDesign CS4, Illustrator CS4, Photoshop CS4 (or earlier). Include all fonts and high-resolution images (300 dpi files for best resolution) in TIFF or EPS format (**CMYK only**). **To ensure the accuracy of all advertisements, a full-size colour proof must be provided.** The publisher shall not be liable for any advertisements received without a colour proof.

File transfer media: DVD, CD, FTP or e-mail. Smaller files can be e-mailed up to a maximum file size of 10MB. Send to design@dvtail.com and jforbes@dvtail.com.

FTP Site: [ftp.dvtail.com](ftp:dvtail.com). Please send an e-mail to ftp@dvtail.com for password information for the *Ontario Dentist* FTP site.

Design Services: Complete design services are available at an additional charge.

For details, please contact: Roberta Dick, robertad@dvtail.com or Joanna Forbes, jforbes@dvtail.com Ph: 905.886.6640

Terms & Conditions

Agency Commission: Fifteen per cent (15%) of gross to recognized agencies.

Terms: Net 30 days. Two per cent (2%) per month interest on overdue accounts.

Taxes: Our published rates do not include applicable taxes which will be added to invoices and clearly identified.

Publisher Conditions: Advertising material is subject to approval by the publisher. If an advertiser's contract is not fulfilled as specified, the advertiser agrees to pay the resulting short rates back to the best earned space rate applicable.

Mail or fax contracts/insertion orders and material to:

Dovetail Communications Inc.
 30 East Beaver Creek Road, Suite 202
 Richmond Hill, ON L4B 1J2

Tel: 905.886.6640 Fax: 905.886.6615

E-mail: od@dvtail.com Website: www.dvtail.com

Cancellations and space changes not accepted after closing date.