

Advertising Rate Card Effective January 2012

access

An Official Publication of the American Dental Hygienists' Association

PUBLISHER:

American Dental Hygienists' Association
444 N. Michigan Ave., Suite 3400
Chicago, IL 60611
Tel: (312) 440-8923 Fax: (312) 467-1806
Web: www.adha.org

ADVERTISING SALES:

M.J. Mrvica Associates
2 West Taunton Avenue
Berlin, NJ 08009
Tel: (856) 768-9360 Fax: (856) 753-0064
Email: mjmrvica@mrvica.com

EDITORIAL

access contains news and information of interest to dental hygienists. Editorial content includes coverage of issues affecting the profession, legislative trends, clinical breakthroughs, practice options, new technologies, employment rights, women's health issues, career opportunities plus a global perspective on how dental hygiene fits into the changing health care industry.

ESTABLISHED: 1989

STAFF

Executive Director: Ann Battrell, RDH, BS, MSDH
Director of Communications: Jeff Mitchell
Managing Editor: Jean Majeski
Advertising Sales: M.J. Mrvica Associates

SUBSCRIPTION RATE: \$55.00

CIRCULATION: 55,000

ISSUANCE: 10X/year

AUDIENCE

Dental hygienists, educators, researchers, public health workers, allied health professionals and dental assistants.

ACCEPTANCE OF ADVERTISING

Subject to approval by editor. New copy to be received by the publisher two weeks before closing date.

CLOSING DATES

Publication Month	Ad Space Closing	Materials Due
January	November 21	December 2
February	December 21	December 30
March	January 20	January 27
April	February 23	March 5
May-June	April 6	April 13
July	May 24	June 4
August	June 21	June 28
September-October	August 6	August 15
November	September 20	September 28
December	October 26	November 2

- Cancellations are not accepted after the closing date for space reservations.
- If an advertiser fails to provide new artwork for a particular issue by the printed deadline (or a pre-approved extension granted by the publisher), then the publisher will pick up the most recent artwork provided. If no artwork is on hand, then the advertiser will still be responsible for payment on the space.

SERVICE TO ADVERTISERS

- Availability of Editorial Reprints: Page size of reprints, same size as trimmed size of journal. For inquiries about reprints, contact:
M.J. Mrvica Associates, Inc.
Tel: (856) 768-9360 Fax: (856) 753-0064
Email: mjmrvica@mrvica.com
- Recruitment and Classified Advertising contact:
ADHA Division of Communications
Tel: (312) 440-8937 Fax: (312) 467-1806
Email: communications@adha.net

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Advertising Sales Office
M.J. Mrvica Associates, Inc.
Tel: (856) 768-9360 Fax (856) 753-0064
Email: mjmrsvica@mrsvica.com

BLACK & WHITE RATES

	<u>1x</u>	<u>3x</u>	<u>5x</u>	<u>10x</u>	<u>20x</u>
Full Page:	\$4,620	\$4,442	\$4,200	\$4,011	\$3,780
2/3 Page:	\$3,854	\$3,696	\$3,507	\$3,339	\$3,150
1/2 Page:	\$2,625	\$2,363	\$2,153	\$2,037	\$1,859
1/3 Page:	\$2,352	\$2,195	\$1,964	\$1,712	\$1,565
1/4 Page:	\$2,100	\$1,932	\$1,722	\$1,502	\$1,281

COLOR: Please add B&W rate. Full color charges also apply to fractional pages.

- Standard Color: \$600
- Matched Color: \$650
- 3 or 4-color: \$1,575
- Bleed: No charge

COVERS AND SPECIAL POSITIONS: Premium over earned B&W page rate.
Non-cancellable. Premium positioning not guaranteed with insert.

- 2nd Cover: 25%
- 3rd Cover: 15%
- 4th Cover: 50%
- Facing Table of Contents 20%
- Facing 1st Editorial 20%
- Other 15%

INSERTS: Furnished inserts are billed at the black and white earned frequency rate times the number of insert pages. Example: a single-leaf insert is considered two (2) pages and is billed at two times (2X) the earned page rate.

Earned rate: Earned page rate is determined by the number of insertions per year.

Agency Commission: 15%

Payment terms: Net 30 days. No cash discounts. Finance charge of 1% per month will be added on balances over 30 days.

Short rates: Advertisers will be short-rated if, within a 12-month period from the date of the first insertion, they do not use the space upon which their billings have been based.

Typesetting charges: Half page: \$75, Full page: \$90

MECHANICAL SPECIFICATIONS

	Width	Depth
Trim size	8"	10-7/8"
Live area	7-1/2	10-3/8"
Full-page bleed	8-1/4"	11-1/8"
2/3 Page	5"	10"
1/2 Page Horizontal	7-1/2"	5"
1/2 Page Island	4-3/4"	7-1/2"
1/2 Page Vertical	3-3/4"	10"
1/3 Page Vertical	2-1/2"	10"
1/3 Page Square	4-3/4"	4-3/4"
1/4 Page Vertical	3-1/2"	5"

PRINTING PROCESS: Offset Full Run

TYPE OF BINDING: Saddle Stitched

INSERT REQUIREMENTS

- a. Multiple-leaf inserts must be furnished folded. Diecuts within body of insert must be limited so as not to affect stiffness of the page and cannot adversely affect material on adjacent pages. Keep live matter 1/4" from trim.
- b. Size: min. 8-1/4" x 11-1/8"
- c. Trimming: 1/8" off all four sides. Jogs to head.
- d. Stockweight: 60 lb. text minimum; 100 lb. text maximum
- e. Quantity: Contact ad sales representative
- f. BRCs accepted: contact Production Manager for specifications
- g. Packing Instructions: Carton packing preferred, with quantity, publication name, and month clearly indicated.

PRODUCTION REQUIREMENTS

Advertisements should be submitted as electronic files on CD, accompanied by hard proofs and a list of files and information indicating whom to contact with questions or concerns about the materials.

Submit CMYK or grayscale .pdf files (CMYK PDFX/1a preferred) with a resolution of 150 dpi or higher at 100% of output size. Do not include JPEG or GIF image files.

ACCESS SPECIAL PACKAGES

FOURTH AD FREE

When an advertiser places an insertion order for a schedule of three full page ads, **access** will provide an additional page free of charge in the issue containing the third paid ad.

FREE BANNER IN ADHA UPDATE ELECTRONIC NEWSLETTER

When an advertiser places an insertion for two full page ads in **access**, we will offer a free banner ad in **ADHA Update**, our electronic newsletter. This is a great way to increase your reach and reinforce your ad message. Twice monthly, **ADHA Update** goes out to 30,000 opt-in dental hygienists. Banners are 151 pixels wide by 250 pixels high. Free banner ad will be scheduled to appear with **ADHA Update** issue released the month of second print ad appearance, with consideration given to newsletter space limitations.

ADVERTISE IN ADHA UPDATE

Need to reinforce your print ad message or drive traffic to your Website? **ADHA Update**, our twice-monthly electronic newsletter is a great way to increase your reach and reinforce your ad message. On alternate Wednesdays, **ADHA Update** goes out to 30,000 opt-in dental hygienists. Banners are 151 pixels wide by 250 pixels high. Pricing is \$300 per issue or \$550 per month (2 issues).

ADHA CLL/Annual Session Final Program Advertising

If you are planning to exhibit at our upcoming ADHA Center for Lifelong Learning/ Annual Session in Nashville this June, why not support your efforts with advertising in the event's Final Program?

Minimum advertising unit is one page. Color is included in rate.

2012 ADHA OFFICIAL PROGRAM

Position	Net rate
Cover 2 (Inside Front)	\$4,200
Cover 4 (Outside Back)	\$3,150
Cover 3 (Inside Back)	\$2,950
Run-of-Book	\$2,100

CONTINUING EDUCATION SUPPLEMENTS

access continuing education supplements are a great way to show thousands of dental hygienists the science behind your products. This great opportunity is an incredible vehicle to position your product in the marketplace and provide much-needed CE credit. Call us for details and custom pricing.

ADDRESSES

CONTRACTS & INSERTION ORDERS

M.J. Mrvica Associates, Inc.
2 West Taunton Avenue, Berlin, NJ 08099
Tel: (856) 768-9360 / Fax (856) 753-0064
Email: mjmrvica@mrvica.com

PRODUCTION MATERIALS

American Dental Hygienists' Association
Attn: Jean Majeski
444 N. Michigan Ave., Suite 3400, Chicago, IL 60611
Tel: (312) 440-8916 / Fax: (312) 467-1806
Email: jeanm@adha.net

FOR INSERTS (Mark month, vol/issue and quantity on the box)

access

Attn: Jan Richards
Royle Printing
745 South Bird Street, Sun Prairie, WI 53590
Tel: (800) 728-7768 / Fax: (608) 825-4858
Email: jrichards@royle.com

Date: _____

Month(s) of Ad Run: _____

ADHA Full Website package: \$750 per month for ADHA Home Page and highest-traffic pages.

Actual Price: \$ _____ Authorization/Initials _____

Payment Information:

Check One: Invoice Charge: VISA MasterCard

Credit Card Number _____ Expiration Date _____

Authorized Signature _____

Advertiser:

Company _____

Contact Person _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Bill:

Company _____

Contact Person _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

**Please fax to ADHA at
312-467-1806
or email to
JeffM@adha.net**

ADHA - Portability

Home Contact Search Donate

Portability

Tuesday, May 10, 2011

Moving?
Here's what you need to know about getting a license in your new state:

Most states have some provision for dental hygienists already licensed in another state to obtain a license without retaking the clinical examination. It may be called licensure by endorsement, licensure by credentials—or early—reciprocity. The basic requirements will be:

- An active license in good standing.
- At least three recent practice experience, although requirements for time in practice varies by state.
- Successful completion of the national board written exam.
- Successful completion of a clinical licensure exam—some states accept any clinical, while others only accept certain regional examinations.
- Graduation from a CODA-accredited dental hygiene program.

If you are a new graduate without enough practice to qualify for licensure by endorsement, you still may be able to submit newer scores from a clinical exam you have taken and apply for licensure by examination using that score.

Some other possibilities to check into if the state does not have licensure by credentials available for you

- The state may have temporary licensure to enable practice until the next time an exam is given.
- The state may have a special license if you agree to practice in certain public health/off access facilities.
- Practice is permitted with ANY valid license in federal facilities—like Indian Health Service clinics or military bases.

There is no such thing as automatic "reciprocity" among states which use the same clinical exam. You always need to apply for a license in the new state.

ADHA - Education and Careers - What is a dental hygienist

Home Contact Search Donate

Education & Careers

Tuesday, May 10, 2011

Consider the possibilities...

Whether you're exploring a career or an experienced practitioner, the dental hygiene profession can provide many exciting opportunities, including: being a licensed health care professional, the rewards of helping people healthy, a flexible work schedule, a variety of professional settings, the opportunity to work nationwide or abroad, pleasant surroundings, career potential, attractive income and professional stability.

What is a Dental Hygienist?

Education

- Dental Hygiene Programs
- Subspecialties
- Faculty Resources
- Dental Hygiene Education Facts

Continuing Education

- International Careers
- Recruitment/On-Entry into the Profession
- Dental Hygiene Employment

Practice

- Dental Hygiene Practice Resources
- Licensee
- Foreign-Trained Professionals

ADHA - Dental Hygiene Students

Home Contact Search Donate

Students

Tuesday, May 10, 2011

Welcome to the Student Member page! Via in the ADHA community understand the unique demands and experiences student dental hygienists encounter on the road to graduating and obtaining licensure. Our goal is to Empower, Support, and Develop YOU as Student Members, by offering opportunities for personal and professional development, leadership, and recognition for your achievements.

Whether it's ideas and suggestions, articles on issues affecting student dental hygienists, or you just want to celebrate your favorite dental hygiene education moment, we want to hear from you. Explore the resources and opportunities here to start Unleashing Your Potential!

Join Now!

- Join ADHA Online
- Printable Student Membership application
- Member Benefits

Student Advisor Resources

Resources to establish, maintain and enhance an ADHA student chapter.

National Board Review