



How to Advertise in the *NOVA News*

Advertising Policies:

The editor reserves the right to edit or reject all ads. The newsletter is published bi-monthly. The deadline for all advertising is the 1st of the month of the printed issue. *NOVA News* will not accept advertisements that contain NVDS member/dentist(s) names as endorsements.

All ads must be accompanied by check or credit card information. All rates are for one issue only.

All display ads must be camera-ready or in an acceptable electronic format, adhering to the exact dimensions below or they will not be accepted. Electronic files must be in JPEG or PDF formats. (Word, Excel, Power Point, Publisher, Pagemaker and web images are not acceptable.) Large files may be compressed with Stuffit or WinZip. Color or grayscale images should be 300 ppi, black & white images such as text (no grayscale) should be 600 ppi. Layout/design is not included in the NVDS ad price.

All display and classified ads should be submitted to Tracey Dougherty by email at tdougherty@nvds.org. Please contact John Carrington at jcarringtonii@loco-branding.com or 804-366-3790 with any technical questions relating to file format requirements.

Rates:

Classified Ads: (50 word maximum)	\$50.00
Display Ads: (see additional page for design ad size requirements)	
1/4 page ad (3-1/8" W x 4-5/8" H)	\$300.00
1 column ad (3-1/8" W x 9 5/8" H)	\$440.00
1/2 page ad (6-7/8" W x 4-5/8" H)	\$440.00
Full page ad (6-7/8" W x 9-5/8" H)	\$800.00

Deadline Dates:

January/February Issue	January 1st
March/April Issue	March 1st
May/June Issue	May 1st
July/August Issue	July 1st
September/October Issue	September 1st
November/December Issue	November 1st

Please note - Any ad received after the deadline may not be included in the newsletter. Each ad is submitted individually for each issue. Advertiser must contact NVDS to rerun or place a new ad in a future issue.

Please contact Tracey Dougherty at 703/642-5298 or e-mail tdougherty@nvds.org with questions.

NOVA News Design Ad Sizes

1/4 PAGE
3-1/8" x 4-5/8"

The diagram illustrates four ad sizes on a page layout. A vertical dashed line divides the page into two columns. A horizontal dashed line divides the page into two rows. The '1/4 PAGE' size is a rectangle in the top-right quadrant. The 'FULL PAGE' size is a rectangle spanning the width of the page and the height of the top row. The '1/2 PAGE' size is a rectangle spanning the width of the page and the height of the bottom row. The 'COLUMN' size is a rectangle spanning the height of the page and the width of the right column. Arrows indicate the dimensions for each size.

FULL PAGE
6-7/8" x 9-5/8"

COLUMN
3-1/8" x 9-5/8"

1/2 PAGE
6-7/8" x 4-5/8"