



# Newsletter Advertising Guide

2018

**GAGD Executive Office**

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**Sally Carter**

**GAGD Director of Communications**

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# ADVERTISING GUIDE

Georgia Academy of General Dentistry (“GAGD”) is the Georgia constituent of the Academy of General Dentistry (“AGD”). GAGD members are general dental practitioners who are committed to lifelong learning, clinical excellence, and continued professional development. GAGD’s member newsletter, *Explorer*, focuses on current issues in dentistry, clinical topics, practice management, organizational news and updates, and other subjects of interest to general dentists.

## WHY ADVERTISE IN THE *EXPLORER*?

Advertising services and/or products in the *GAGD Explorer* means your message will reach dental practitioners who are:

- Interested in strategies, innovations, and services to improve their dental practice
- Primary decision makers and purchasers for their dental practice

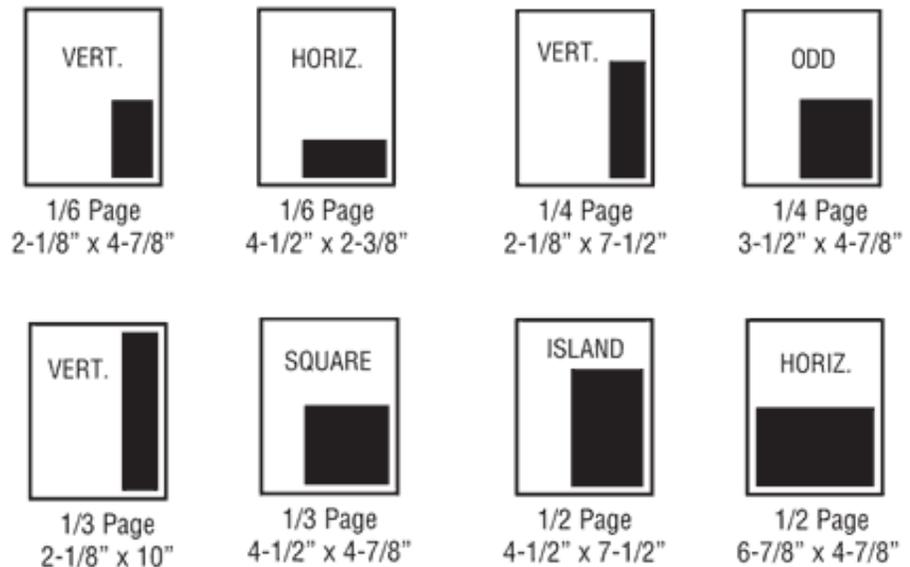
## NEWSLETTER DISTRIBUTION & FORMAT

- Published three (3) times per calendar year: Spring, Summer/Fall, and Winter
- Distributed in print form to over 1,000 Georgia AGD members.
- *Explorer* is printed in FULL COLOR! Advertisers may place full-color ads at no extra charge!

## RATES

AD SIZE	RATE
1/6 page ( <i>business card</i> )	<b>\$150</b>
¼ page	<b>\$175</b>
1/3 page	<b>\$200</b>
1/2 page	<b>\$300</b>

## OPTIONS FOR AD DIMENSIONS & ORIENTATION



## **DEADLINES**

Please submit your advertisements at least one month prior to the publication date of the respective issue. Approximate publication dates are April 1 for Spring edition, July 30 for Summer/Fall edition, and November 1 for Winter edition. Contact Sally Carter for specific publication dates and details.

To secure ad space, please return the Advertising Agreement on the following page with payment to GAGD, either by email to [sally@gagd.org](mailto:sally@gagd.org), by fax to (404) 299 7029, or by mail to 2700 Cumberland Pkwy, Ste 570, Atlanta, GA 30339.

**PLEASE EMAIL YOUR ADVERTISEMENT TO: [sally@gagd.org](mailto:sally@gagd.org).**

**ADVERTISEMENTS SHOULD BE IN PDF FORMAT**

# GAGD 2018 ADVERTISING AGREEMENT

**Company Name:** \_\_\_\_\_  
**Contact Name:** \_\_\_\_\_  
**Mailing Address:** \_\_\_\_\_  
**City, State, Zip:** \_\_\_\_\_  
**Phone/Fax:** \_\_\_\_\_  
**Email:** \_\_\_\_\_

	AD SIZE & ORIENTATION	PRICE
Spring 2018		\$
Summer/Fall 2018		\$
Winter 2018		\$
		<b>TOTAL</b>
		\$

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Please email your completed agreement and advertisement to [sally@gagd.org](mailto:sally@gagd.org)

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## PAYMENT METHOD

- I have enclosed a check for the total amount due  
 Please charge my credit card the total amount due



**Name on Card:** \_\_\_\_\_  
**Billing Address** \_\_\_\_\_  
(if different from above):  
**City, State, Zip:** \_\_\_\_\_

Card #:

Signature: \_\_\_\_\_ Exp. Date: \_\_\_\_\_