

Ontario Dentist will have a whole new look in 2027

A complete redesign of *Ontario Dentist* will be revealed soon!

The ODA celebrates 160 years in 2027! *Ontario Dentist* kicks off the January-February issue with a brand-new look to step into the future. The refreshed journal will be packed with even more clinical papers, thoughtful columns and industry news, all important to dentists in Ontario.

OD Ontario Dentist

THE JOURNAL OF THE ONTARIO DENTAL ASSOCIATION

2027 DATES

Issue	Jan/ Feb	March	April	May	June	July/Aug	September	October	November	December
AD CLOSING	Dec 1	Jan 26	Feb 24	Mar 26	Apr 27	May 26	July 27	Aug 26	Sep 27	Oct 27
AD MATERIAL CLOSING	Dec 7	Feb 1	Mar 1	Apr 1	May 3	June 1	Aug 2	Sept 1	Oct 1	Nov 2

Editorial features

President's Page
The current ODA president addresses the profession's most topical issues.

Editorial
Our editor offers thought-provoking commentary and opinions on the key issues facing dentistry.

Ideas
We share opinions, debates, issues, and what's in the news.

Analysis
A look at policy, new evidence and its implications.

Clinical
Case studies and features.

Your Practice
Our experts provide guidance and best practices on issues impacting the dental office, such as dental plans and fee guide codes, employment, legal, financial planning, patient communications, and more.

Sustainability Corner
How dentists and dental offices can champion the environment.

Honours & Awards
Tributes for stellar accomplishments in the field of dentistry.

Our ODA
We cover the latest about our members and Association – awards, advocacy activities, component society events, dental faculty news, staff and department updates, ad campaigns and more.

Editorial and dates subject to change.

2027 ADVERTISING RATES AND DIMENSIONS

Colour Rates

	1X	3X	6X	10X
Full Page	$3,075	$2,925	$2,775	$2,640
2/3 Page	$2,765	$2,630	$2,500	$2,375
1/2 Page Isl	$2,615	$2,485	$2,355	$2,240
1/2 Page	$2,310	$2,195	$2,085	$1,980
1/3 Page	$2,000	$1,900	$1,805	$1,715
1/4 Page	$1,690	$1,605	$1,530	$1,450
DPS	$5,230	$4,965	$4,720	$4,485
1/2 DPS	$3,545	$3,365	$3,195	$3,040

Covers (4-colour only)

	1X	3X	6X	10X
OBC	$3,850	$3,655	$3,470	$3,295
IFC/IBC	$3,690	$3,505	$3,335	$3,165

BW Rates

	1X	3X	6X	10X
Full Page	$1,655	$1,570	$1,490	$1,415
2/3 Page	$1,490	$1,420	$1,350	$1,280
1/2 Page Isl	$1,240	$1,175	$1,120	$1,060
1/2 Page	$1,075	$1,025	$970	$925
1/3 Page	$830	$790	$750	$715
1/4 Page	$660	$630	$600	$565
DPS	$2,975	$2,830	$2,690	$2,550
1/2 DPS	$1,935	$1,845	$1,750	$1,660

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

Dimensions

	Width		Height
Full Page (Trim)	8.125"	x	10.875"
Full Page (Bleed)	8.375"	x	11.125"
Full Page (Live Area)	7"	x	10"
2/3 Page V	4.584"	x	9.625"
1/2 Page H	7"	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"	x	3.125"
1/3 Page V	2.167"	x	9.75"
1/4 Page	3.375"	x	4.6875"
DPS	16.25"	x	10.875"
1/2 DPS	16.25"	x	4.6875"

Electronic Material: Digital files only. PDF/X-1a files are preferred. Alternate acceptable formats include: Macintosh format, InDesign CC, Illustrator CC, Photoshop CC. Include all fonts and high-resolution images (300 dpi files for best resolution) in PSD 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.

Send all artwork for advertisements to:
Geoff Dufton, email prefered: gdufton@oda.ca.
Ontario Dental Association
4 New Street, Toronto, On M5R 1P6

File transfer media: All files can be emailed up to a maximum file size of 20MB.
Send to gdufton@oda.ca.

Design Services: Design services are available at an additional charge. For details, contact: Geoff Dufton, gdufton@oda.ca.

TERMS & CONDITIONS

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

Terms: Net 30 days. Two percent (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.

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