



# Louisiana Dental Association Journal

## Display Advertising Insertion Order

Advertiser Organization: \_\_\_\_\_

Contact(Billing): \_\_\_\_\_ Email: \_\_\_\_\_

Contact(Ad Design): \_\_\_\_\_ Email: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

### Ad Information

Check your selections below.

**Issue:**

- Spring, Year: \_\_\_\_\_
- Summer, Year: \_\_\_\_\_
- Fall, Year: \_\_\_\_\_
- Winter, Year: \_\_\_\_\_

We offer a **10% discount** to advertisers who purchase 4 consecutive ads. **If you purchase 4 consecutive ads, payment MUST be made upfront, in full.**

**Size and Per-Issue Pricing:**

- Full Page, 2-Color (\$625)     1/2 Page Horizontal, 2-Color (\$425)     1/4 Page Vertical, 2-Color (\$300)
- Full Page, 4-Color (\$800)     1/2 Page Horizontal, 4-Color (\$575)     1/4 Page Vertical, 4-Color (\$425)

**Add-Ons:**

- Two page spread: \$125 extra
- Centerfold position: \$250 extra
- Forward placement: \$40 extra

Email ads to **rebecca@ladental.org** by the issue deadlines listed at **ladental.org/mediakit**

**Total Ad Cost: \$** \_\_\_\_\_

Advertiser's Billing Address (if different from above): \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Please submit insertion orders by mail, fax, or e-mail to:**

Rebecca Bordelon, managing editor, *LDA Journal*, 5637 Bankers Ave., Baton Rouge, LA 70808

**E-mail: rebecca@ladental.org    Fax: (225) 926-1886    Phone: (225) 926-1986**

**For ad dimensions, distribution dates, and deadlines, visit [ladental.org/mediakit](http://ladental.org/mediakit).**