

# Display Advertising Rates & Specifications

## 2011 Oregon Dental Hygiene Quarterly Report

Inside Covers\*  
Full page\*  
**7.5" x 10.5"**

\*Inside Covers & full page ads may bleed  
Trim: 8.5 x 11  
Bleed: 1/8": 8.75 x 11.25  
Live area: 8 x 10.5  
If a bleed is intended, indicate with crop marks.

The *Oregon Dental Hygiene Quarterly Report* is the official newsletter for ODHA. It reaches every member on a quarterly basis, offering companies a unique opportunity to target hygienists throughout the state. All advertisers will also be recognized on the ODHA website.

### PUBLICATION SPECS

**Trim Size:** 8.5" x 11"      **Circulation:** 500  
**Binding:** Saddle Stitch      **Published:** Quarterly

Back Cover\*  
**7.5 x 7.5**

\*Back cover ads may bleed  
Bleed: 1/8": 8.75 x 8.625  
Live area: 8 x 8  
If a bleed is intended, indicate with crop marks.

### POSITIONS AVAILABLE

	Black & White <i>Cost per insertion</i>	
	1x	4x
Outside Back Cover	\$ 745	\$ 675
Inside Covers	\$ 695	\$ 645
Full page	\$ 595	\$ 545
1/2 page	\$ 395	\$ 345
1/3 page	\$295	\$ 245

### AD DEADLINES

Summer 2011  
**May 18**

Fall 2011  
**August 17**

Winter 2011-12  
**November 16**

Spring 2012  
**February 15**

1/2 Horiz.  
**7.5 x 4.75**

Guaranteed placements (other than covers) are subject to a 15% premium.  
Pricing is net.

### HOW DO I SEND MY AD?

Email ads as a **tif** or **pdf** file to: **ads@llm.com**

Or ftp upload: **http://mail.llm.com/upload.asp**

- Name files clearly, indicating your company name and publication. For example ODHA\_Fall11\_AAASupplies.tif
- Set artwork at a minimum of 300 dpi and imbed all fonts.
- When we receive an ad, we will email you a confirmation within 2 business days with the status of your ad.
- For ads larger than 5mb, please use our ftp site: <http://mail.llm.com/upload.asp>
- Email your ad rep or ads@llm.com for more details.

*Need us to help create an ad for you? Need help making a PDF file?*  
LLM can help! Contact your sales rep or email ads@llm.com.

**Questions? Contact your sales rep or email ads@llm.com.**

### TO ADVERTISE

**Please contact:**

**JOHN GARBETT**  
**503-445-2224**  
**john@llm.com**

**LLM** Advertising sold by  
PUBLICATIONS<sup>®</sup> LLM Publications, Inc.  
Where Publishing Comes To Life

8201 SE 17th Ave., Portland, OR 97202  
Fax: 503-655-0778  
[www.AssociationPublications.com](http://www.AssociationPublications.com)

1/3  
Vert.  
**2.375 x  
9.625**

1/3 Sq.  
**4.9375  
x 4.75**