

ADVERTISING RATES AND DATA

***MDA News***

MONTANA DENTAL ASSOCIATION

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The Ad is due by the 1<sup>st</sup> of each publication month. Terms are net 30 days.

RATES FOR CAMERA READY ADVERTISING (cost per insertion)

AD SIZE	FREQUENCY			SIZE (inches)
	1 time	3 times	6 times	width x height
<b>full page</b>	\$1154	\$1085	\$1025	7.75 x 8.5
<b>half page</b>	\$645	\$630	\$599	4.5 x 8.5 or 7.75 x 5
<b>quarter page</b>	\$360	\$350	\$325	4.0 x 5 or 7.75 x 2.5
<b>business card</b>	\$135	\$129	\$119	3.5 x 2
<b>classified</b>	\$45 plus 50 cents/word over 30 words			

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