

2018 RATE CARD



Association
des **Denturologistes**
du Québec

CENTRE QUÉBÉCOIS
DE FORMATION EN
DENTUROLOGIE



*Le Denturo
is distributed
to all Quebec
denturists.*

Le Denturo

The No. 1 Quebec Denturism Magazine since 1970!



Guide de services

The Official Fee Guide, Member Services, Partner and Membership Directory of the Association des denturologistes du Québec.

Reserve advertising space in *Le Denturo* and the *Guide de services*, be a **partner of the Association des denturologistes du Québec (ADQ)** and enjoy exclusive benefits:

- **NEW!** Enjoy **excellent visibility on the ADQ website**. All information regarding your company is gathered on a personalized form: history, contact information, link to your Web platforms, promotions, events and continuous training activities, and other news about your company can be found on it.
- **NEW!** The opportunity to buy **ad space in the ADQ newsletter** for special announcements, with the possibility to redirect denturists to a Web page of your choice.
- Enjoy **efficient promotion of your trainings** by partnering with the ADQ Training Center*.
- And much more!

*Fees of this partnership in addition, stay informed!

Safia Djerroud, Communication Manager

Association des denturologistes du Québec, 8150, Metropolitan East blvd, # 230, Anjou (Quebec) H1K 1A1
Tel. : 514 252-0270, Ext. 5 • T. F. : 1 800 563-6273 • Fax : 514 252-0392 • safia.djerroud@adq-qc.com

1,500 copies of *Le Denturo* magazine are distributed to all Quebec denturists, our advertising partners as well as a large number of people and organizations involved in dental health.

PUBLICATION DATE	DEADLINE
SPRING:	February 9, 2018
SUMMER:	May 11, 2018
FALL:	August 17, 2018
WINTER:	November 9, 2018

ORDERS

Send us your signed partnership agreement indicating publication dates and selected format(s).

INVOICING

For each issue.

PAYMENT

Net 30 days, interests 2%/month, 26%/year.

OTHER FEES

Additional fees will be billed for all ad design or modification. Taxes are not included (GST 5% + QST 9,975%).

CANCELLATION

Contracts must be honored in full. No cancellation allowed.

Commercial Information

ISSUE - volume 49

Le Denturo 2018

COPIES

1,500

FREQUENCY

4 issues per year

SPACE RESERVATION

6 weeks prior to issue

MATERIAL DELIVERY

4 weeks prior to issue

Advertising Rates

FORMAT	NUMBER OF ISSUES PER YEAR	RATE
Full Page	1-2	\$ 1,210
	3-4	\$ 1,180
1/2 page	1-2	\$ 685
	3-4	\$ 655
1/3 page	1-2	\$ 510
	3-4	\$ 480
1/4 page	1-2	\$ 410
	3-4	\$ 380

* Special Positions: 15 % over rate

	RATE		RATE
Cover 2	\$ 1,585	Cover 4	\$ 1,585
Cover 3	\$ 1,585	Insert	\$ 700

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Technical Information

SOFTWARES

MAC

- InDesign CC (Provide "PDF/X-4:2008" PDF)
- QuarkXPress 2016 (Provide "PDF/X-4" PDF)

DOCUMENT EDITING

- **0.125"** bleeds must exceed finished format sides.
- A safety margin of **0.25"** of the finished format is required for texts.
- Dimensions of page must be the same as printed product.

FONTS, PICTURES AND LOGOS

Always includes **fonts**, **pictures** and **logos** with your files.

SUBMIT YOUR ADVERTISEMENT

- Send your files by email to Carole Tremblay, Members Service and Marketing Officer:
carole.tremblay@adq-qc.com.
- File size maximum for the email: **10 MB**. For bigger files, please send them through a file transfer service such as **WeTransfer** or **DropBox**.

PICTURE FORMAT

- **CMYK** for colour pictures
- Resolution: **300 DPI**
- Accepted formats: **TIFF**, **EPS**

Formats

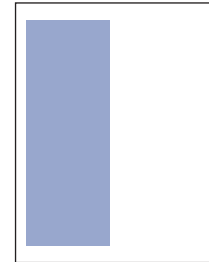
Ad dimensions (inches):

Dimension	Width	Length
Full page (bleed 0.125")	8.875"	11.875"
1/2 page A	3.687"	10.625"
1/2 page B	7.625"	5.187"
1/3 page A	2.375"	10.625"
1/3 page B	7.625"	3.375"
1/4 page	7.625"	2.469"

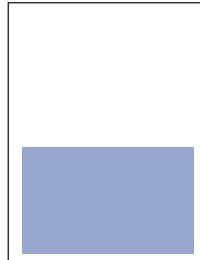
Full page



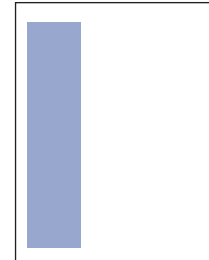
1/2 page A



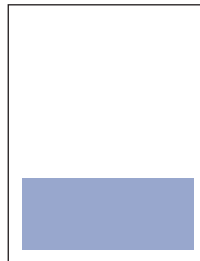
1/2 page B



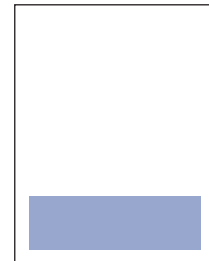
1/3 page A



1/3 page B



1/4 page



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GUIDE DE SERVICES 2018



Association
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du Québec



CENTRE QUÉBÉCOIS
DE FORMATION EN
DENTUROLOGIE

This publication is a very useful tool for Quebec denturists, most notably to identify suppliers and professionals that can fulfil their needs in terms of products and services of all kinds.

ORDERS

PRIOR TO NOVEMBER 10, 2017, send us your signed partnership agreement indicating the publication dates and selected format(s).

INVOICING

For each issue.

PAYMENT

Net 30 days, interests 2%/month, 26%/year.

OTHER FEES

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CANCELLATION

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Advertising Rates

Format	RATE
Full page	\$ 1,220
1/2 page	\$ 900
Business cards	\$ 230

	RATE		RATE
Cover 2	\$ 2,300	Tab #1	\$ 1,700
Cover 3	\$ 2,300	Tab #2	\$ 1,700
Cover 4	\$ 2,300	Tab #3	\$ 1,700
Page #3	\$ 1,700	Tab #4	\$ 1,700
Page #4	\$ 1,700	Tab #5	\$ 1,700
Page #6	\$ 1,400	Tab #6	\$ 1,700

Commercial Information

Guide de services 2018

FREQUENCY
Once a year

COPIES
1,300

ISSUE DATE
January 2018



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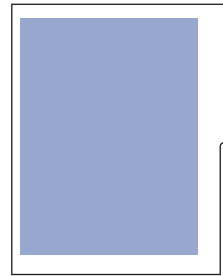
- **CMYK** for colour pictures
- Resolution: **300 DPI**
- Accepted formats: **TIFF**, **EPS**

Formats

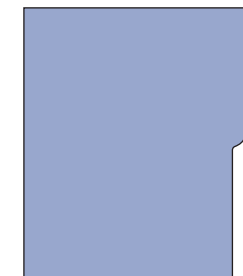
Ad dimensions (inches):

Dimension	Width	Length
Tab (non bleed) A	8.25"	10.25"
Tab (bleed 0.125") B	9"	11"
Full page (non bleed) A	7.75"	10.25"
Full page (bleed 0.125") B	8.5"	11"
1/2 page A	3.562"	9.5"
1/2 page B	7.375"	4.625"
Business cards	3.5"	2"

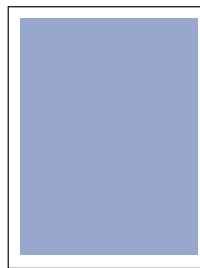
Tab A



Tab B



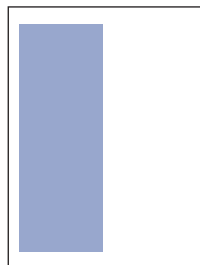
Full page A



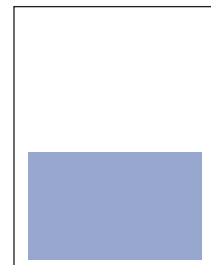
Full page B



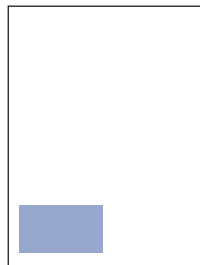
1/2 page A



1/2 page B



Business cards*



* Free insertion of your business card when purchasing an ad.

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