

ATTENTION ADVERTISERS

Ad Spaces Are Now On Sale!

2006-2007

NMDA Membership Directory

A handy, 5 1/2" x 8 1/2", year-round reference guide used year-round by dentists and staff

- Full color coated cover
- Plastic-coil binding
- 100 pages (estimation)
- Divider tabs in B&W
- Ads appear on divider tabs & covers for high visibility
- Circulation of 900
- Contains valuable ADA procedure codes and dental-related web sites
- ADA & state dental society directories included
- Laboratory and supplier section
- Free directory listing to all display advertisers
- Free copy of directory with order - a \$35 value!

RATES:

Full Page Tab (B&W)

\$550 + tax

Inside Cover (full color)

\$600 + tax

Back Cover (full color)

\$700 + tax

Directory Listing Only

\$50 + tax

Call Nancy at 505-294-1368 for more information.

Specifications:

Digital files required, PC format. CD-Rom, ZIP disk or email acceptable. EPS, PDF, JPEG or TIFF file preferred. All fonts need to be included and must be PC.

Back Cover (4 color) 5" w x 8" h

Inside Cover (4 color) 5" w x 8" h

Full Page Tab (B&W) 5" w x 8" h

Please fax agreement (reverse) to (505) 294-9958 and email artwork to narenas@nmdental.org or mail all materials to:

NMDA

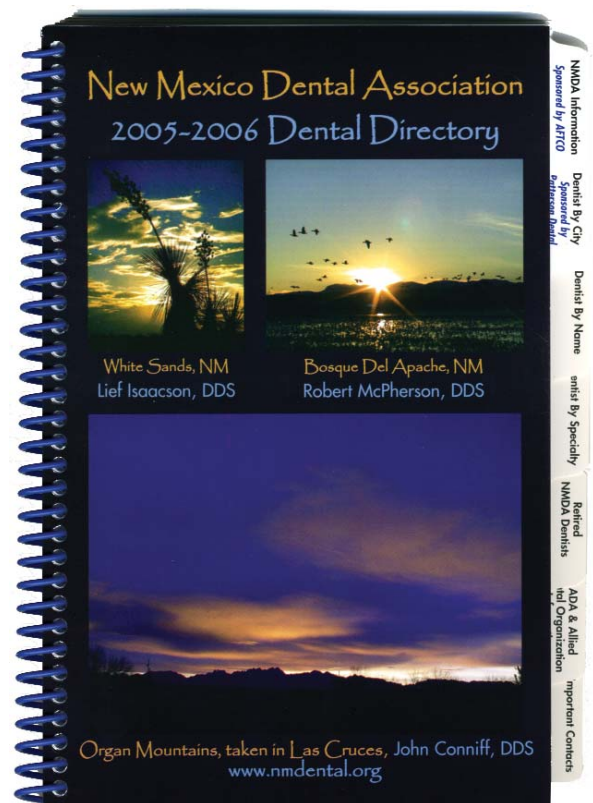
Attn: Nancy Arenas

9201 Montgomery Blvd NE STE 601

Albuquerque, NM 87111

Artwork due July 3, 2006

Directory published and mailed in late August 2006.



ONLY 13 SPACES AVAILABLE!

1. Advertising Standards

The acceptance of advertising in the New Mexico Dental Directory can be a mutual benefit to the dental profession and to the advertiser. Advertisements should be developed to provide the profession with useful information about relevant products and services. All advertising must adhere to and be compatible with the ethics of the dental profession, and must not be deceptive, false, or offensive in any manner.

The appearance of advertising in any publication of the New Mexico Dental Association is not a guarantee or endorsement by the Association of a product or service, or the claims made for a product by a manufacturer.

The following requirements and guidelines constitute the advertising standards of the New Mexico Dental Association. The Association will periodically review its advertising standards with the objective of keeping pace with changes that occur in the dental profession. The Association reserves the right to reject any advertising.

2. Advertising Copy Guidelines

1. In all Advertisements, the advertisement and the product or service offered should be clearly identifiable.
2. The word "advertisement" may be required on any advertisement that is designed in a manner that allows confusion between the advertisement and the editorial content of the New Mexico Dental Association.
3. Although comparative advertising is acceptable, unwarranted disparagement or unfair comparison of a competitor's products or services will not be permitted.
4. Scientific literature citations are permitted in advertisements providing such references justly represent the referenced text.

These advertising standards are subject to change without notice.

3. Eligibility Requirements

1. Products or services useful in the practice of dentistry are eligible for advertising in the New Mexico Dental Directory. Also, responsible advertising for the products or services of interest to those in the dental profession and to their families will be considered eligible, providing the standards for dental advertising are met.
2. Pharmaceutical products requiring a New Drug Application by the Food and Drug Administration will not be eligible until such an application has been obtained.
3. Advertisements containing claims that have been the subject of an unfavorable report or decision by the Food and Drug Administration or by the Federal Trade Commission will be considered ineligible.
4. The New Mexico Dental Directory reserves the right to reject advertising for any product, service or technique that has been the subject of an unfavorable or cautionary report by the American Dental Association or any of its agencies.
5. The New Mexico Dental Directory may require scientific and technical data in support of the safety, efficacy, and usefulness of dental therapeutic products and dental materials. Products of secret composition are ineligible.
6. Advertisements that violate, or assist in violating, any dental practice act or other government regulations or statutes are ineligible.
7. An advertisement for an educational course must state the organization responsible for the conduct of the course. The New Mexico Dental Directory reserves the right to determine the professional qualification of sponsoring organizations, and to reject advertising

for any course that involves a product or technique that is the subject of any unfavorable report by the American Dental Association of any of its agencies. Advertisement related to the commercial aspect of dental practice will be reviewed for accuracy and dignity.

8. No advertisement that is false or misleading in any manner will be accepted.
9. Advertisement that violates ethical codes of the dental profession will not be accepted. Also unacceptable are advertisements that are indecent or offensive, or contain personal, racial or religious attacks.
10. Advertisement for tobacco products any form, and for alcoholic beverages are ineligible

4. Billing and Contracts

Acceptance of the terms stated herein constitutes a contract with NMDA. No cancellations will be accepted after closing dates. Covers may not be cancelled under any conditions.

I hereby agree to all advertising terms and agree to pay within 30 days of submitted invoice.

**(to be filled out by advertiser)*

***Company Name:**

***Contact Name:**

***Mailing Address:**

***Phone**

***Advertisement choice: (ex. cover, tab or directory listing only)**

***Total amount due: (directory listing is free with display ad)**

***Signature of advertiser:**

***Directory Listing-** please indicate below exactly how you would like your co. listing to read _____

Company Name: _____

Contact Name (if any): _____

Phone: _____ **Fax:** _____

Address: _____

email & website: _____
