The Bridge
ADVERTISING RATES & INSERTION AGREEMENT
Publication of the San Francisco Dental Society
2143 Lombard Street • San Francisco, CA 94123 • (415) 928-7337 • Fax (415) 928-5192

PUBLICATION DETAILS

PUBLICATION DEADLINES
Camera-ready artwork and payment due by:
- Q1: January 15
- Q2: April 15
- Q3: July 15
- Q4: October 15

Frequency: Quarterly
Trim Size: 8.375 x 11
Artwork Format: 300 DPI or higher
JPG or PDF (preferred)

Publication Set Copy: Lacking a layout or specific instruction, copy will be set at SFDS discretion.

ADVERTISING RATES & INSERTION ORDER

<table>
<thead>
<tr>
<th>Check appropriate boxes</th>
<th>Color Ads</th>
<th>Black/White Ads</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1 Time</td>
<td>4 Time Rate (Full Year)</td>
</tr>
<tr>
<td>Full Page Bleed 8.6 x 11.25</td>
<td>$900</td>
<td>$3,240 ($810/issue)</td>
</tr>
<tr>
<td>Full Page w/o Bleed 7.5 x 9.75</td>
<td>$800</td>
<td>$2,880 ($720/issue)</td>
</tr>
<tr>
<td>Half Page Horizontal 7.5 x 4.75</td>
<td>$700</td>
<td>$2,520 ($630/issue)</td>
</tr>
<tr>
<td>Third Page Vertical 2.25 x 9.75</td>
<td>$600</td>
<td>$2,160 ($540/issue)</td>
</tr>
<tr>
<td>Third Page Square 4.75 x 4.75</td>
<td>$600</td>
<td>$2,160 ($540/issue)</td>
</tr>
<tr>
<td>Sixth Page Vertical 2.25 x 4.75</td>
<td>$400</td>
<td>$1,440 ($360/issue)</td>
</tr>
</tbody>
</table>

*Preferred Positions Available - Color Only - Call for pricing (415) 928-7337

Classified Ads (Member Dentists only: for jobs/equipment sales/donations)
- SFDS Members: $30 for first 30 words; $0.55 for each additional word
- CDA/ADA Members: $35 for first 30 words; $0.60 for each additional word

Amount Due: Number of Insertions @ $_______ per insertion + any addition fees $_____ =Total Due $________

PAYMENT INFORMATION

- Visa
- Mastercard

Credit Card No: ____________________________ Exp: ___________ CVV Code: ___________
Billing Address: ___________________________________________________ Zip: ___________
Name on Card: ___________________________________________________ Position: ___________
Authorized Signature: ______________________________________________ Date: ___________
Client/Advertiser (Company): __________________ Contact Name: ______________
Mailing Address: ___________________________________________________ Zip: ___________
Contact Phone Number: __________________________ Email Address: __________________

Display advertisement payable via Visa/MasterCard credit card only. Classified advertising is payable via Visa/MasterCard credit card or check in advance of placement. Full payment is due and payable upon submission of Display & Classified Ads and contract.

*Rates are subject to change*
ADVERTISING POLICIES

- All advertising is subject to acceptance by the San Francisco Dental Society as to character, content, layout, text and design.
- Acceptance of advertising by SFDS does not in any way constitute endorsement or approval by SFDS of the advertised service or product, and advertisers may not make such claims in any way without express approval of the San Francisco Dental Society.
- Accepted advertising must be related to dentistry and/or provide a benefit to the membership.
- The advertisements must be accurate, legal, ethical and in appropriate taste as determined by The Bridge editorial staff. SFDS may require a sample or copy of any advertised product or a full description of any advertised service, and proof of the efficacy or reliability of any products.
- Advertisements must not be deceptive or misleading. Advertisements must clearly identify the advertiser and the product or service being advertised. A business address or contact phone number must appear in all advertising.
- Comparative advertising of dental products and dental services is not allowed.
- Advertising by non-ADA member dentists for services provided which directly compete with the services provided by SFDS member dentists will not be accepted.
- Advertising ad format is limited to display ads only and MUST BE submitted as camera ready art (minimum 300 DPI in JPEG or PDF format; if you have another format, contact the SFDS to confirm it can be accepted).
- Written articles will not be accepted as advertising.
- Multiple insertion contracts must be completed within one year from date of first insertions to earn a frequency discount.
- If advertiser chooses not to fulfill the term of the contract, they will be required to pay the “single insertion” price for ads already placed. Advertiser agrees to pay shorter term contract rates for incomplete contracts.
- Cancellations must be received in writing prior to publication deadline. No cancellations will be accepted after the deadline. Acceptance of any ad after deadline is subject to approval of SFDS.
- Publisher shall not be liable for any cost or damages if for any reason an ad fails to be published in the issue selected by advertiser.
- The publisher shall have no liability for errors in type.
- The agency and advertiser will indemnify and hold the publisher harmless from and against any claims, loss, liability or expense, including reasonable attorneys’ fees, arising out of the publication of such advertisements, including without limitation those resulting from claims of suits for libel, violation of rights of privacy, plagiarism and copyright and trademark infringement.
- Rates are subject to change.

Please sign below indicating you have read and agree to the SFDS Advertising Policies.

Print Name: __________________________________________ Date: ___________________

Signature: __________________________________________ Date: ___________________