



METROPOLITAN DENVER
DENTAL SOCIETY

Articulator

About the award-winning Articulator magazine

The Metropolitan Denver Dental Society (MDDS) has been serving as the voice for the Denver dental community for over 100 years. MDDS's primary communication vehicle, the Articulator magazine, is published five times each year. It contains the latest in local dental news, as well as practice management information, finance and medical news, volunteer activities, dental education, dental ethics, public and community relations, membership announcements and benefits and other items of interest from the world of dentistry. 83% of all licensed dentists in the metro Denver area receive the Articulator magazine. The Articulator magazine is read regularly by member dentists, hygienists, dental assistants, office managers and lab technicians. Estimated readership is 2500+. The Articulator Magazine provides direct access to the very targeted audience of the Denver dental community. For further information on advertising in the Articulator contact:

The Articulator magazine
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About MDDS Members: (based on 2002 membership survey)

Years in Practice

5 or less.....	9%
6 to 10.....	11%
11 to 20.....	34%
21 to 30.....	27%
31 or more.....	19%

Gender

Male.....	85%
Female.....	15%

■ 83% of MDDS members report that they read every issue of the Articulator, while the 16% report they read almost every issue of the Articulator.

■ 77% indicate the desire to dramatically grow their practice and 70% indicated that growth of 5-10% was a goal.

■ 77% are general dentists and 58% of entire membership operate a private/solo practice.

A D V E R T I S I N G R A T E S

Size	1x rate	2x rate	4x rate	design charges*
Full Page.....	\$1100.....	\$1000.....	\$900.....	\$500
3/4 Page.....	\$900.....	\$800.....	\$700.....	\$400
1/2 Page.....	\$600.....	\$500.....	\$400.....	\$300
1/4 Page.....	\$400.....	\$350.....	\$300.....	\$200
1/8 Page.....	\$300.....	\$250.....	\$200.....	\$150

*Design charges do not apply if camera ready artwork is provided.

Add \$200 for full-color ads

MDDS members receive one free Classified per calendar year.

Classified.....	\$25 members.....	\$50 non-members
Display Classified.....	\$50 members.....	\$100 non-members

S P E C I F I C A T I O N S

Ad Sizes	Depth	Width
Full Page.....	15".....	9.5"
3/4 Page.....	15".....	7.125"
1/2 Page (vertical).....	15".....	4.5625"
1/2 Page (horizontal).....	7.375".....	9.5"
1/4 Page.....	7.375".....	4.5625"
1/8 Page.....	7.375".....	2.125"
Display Classified.....	2".....	2"

D E A D L I N E S

Publishing Dates

Advertising/Editorial Deadlines

May/June 2008.....	March 17, 2008
August/September 2008.....	June 18, 2008
October/November 2008.....	August 18, 2008
December 2008/January 2009.....	October 17, 2008
March/April 2009.....	January 24, 2008
May/June 2009.....	March 17, 2009
August/September 2009.....	June 18, 2009
October/November 2009.....	August 17, 2009
December 2009/January 2010.....	October 15, 2009
March/April 2010.....	January 21, 2010
May/June 2010.....	March 17, 2010