

MEDIA KIT 2020



The *Journal de l'Ordre des dentistes du Québec*

A direct link to the profession



JOURNAL DE L'ORDRE DES DENTISTES DU QUÉBEC

The *Journal de l'Ordre des dentistes du Québec* (the *Journal*) is the official publication of the Ordre des dentistes du Québec (the Order). It is published in digital version **4 times a year** and reaches a readership composed primarily of general dentists and specialists working in private practice, hospitals or public health, as well as students in faculties of dentistry.

BENEFITS

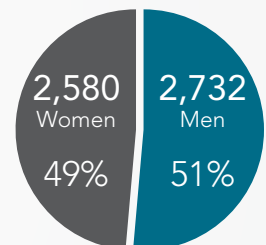
The *Journal* can be read on digital platforms with a free APP available for download from the **Apple Store** and **Google Play**.

The digital format encourages interactivity since ads include a link to your company's Website.

Click here to view the latest issue of the *Journal*.

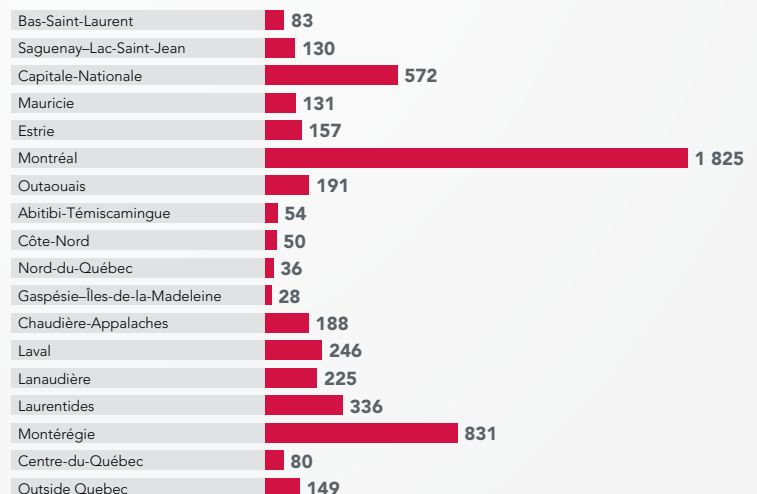
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 Montreal, Quebec H3B 1X9
 Telephone: 514 875-8511, extension 2233
journal@odq.qc.ca • www.odq.qc.ca

MEMBER PROFILES



NUMBER OF MEMBERS LISTED ON THE ROLL AT THE END OF THE PERIOD

ADMINISTRATIVE REGIONS



Source: Ordre des dentistes du Québec, 2018-2019 Annual Report

RATE CARD

In effect as of January 1, 2020

Available in digital format (PDF) and mobile-friendly format.



FOUR ISSUES A YEAR

2020	RESERVATION OF SPACE	RECEPTION OF MATERIAL
WINTER	December 20, 2019	January 10, 2020
SPRING	March 1, 2020	March 15, 2020
SUMMER	June 1, 2020	June 15, 2020
FALL	September 1, 2020	September 15, 2020

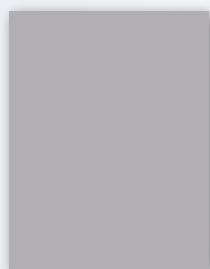
RATES PER ISSUE (GST and QST not included)

FORMAT	1 TIME	4 TIMES*
C2 (Inside front cover)	\$3,500	\$3,250
FULL PAGE	\$3,025	\$2,965
HALF PAGE (horizontal)	\$2,555	\$2,505
HALF PAGE (vertical)	\$2,555	\$2,505
PREFERENTIAL POSITIONING	Add 15%	
AGENCY COMMISSION	15%	

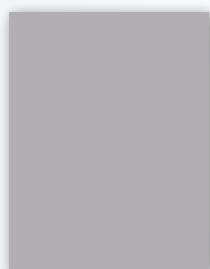
Charges will apply for any additions or corrections that must be made to the material provided. All advertisements are subject to approval by the *Journal*. For more information, please consult the advertising policy.

* Rate per publication when reserving four consecutive issues.

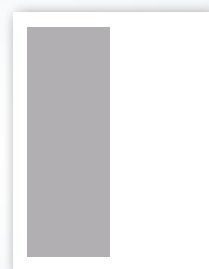
AVAILABLE FORMATS



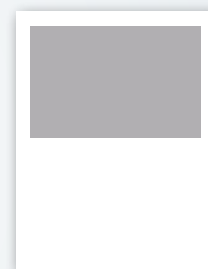
C2
W 8.5 in. x H 11 in.



Full page
W 8.5 in. x H 11 in.



1/2 page V
W 3.5312 in. x H 9.75 in.



1/2 page H
W 7.25 in. x H 4.7813 in.

TECHNICAL REQUIREMENTS

- Colour advertisements only
- Formats accepted: PDF (press quality), EPS or JPEG
- IMPORTANT: Fonts must be included in the PDF or expanded (vectorized) for EPS
- Documents must be in final format (**no crop marks, bleed or boxes outside the format**)
- Any hyperlinks must be provided

ADVERTISING POLICY

In effect as of January 1, 2020

- [1] The *Journal* offers advertising space to suppliers of goods and services for dentists. Advertisements must be written in French and may not include any mention of prices of the products or services advertised, whether they are regular prices or special offers.

EDITORIAL FREEDOM

- [2] Advertisements are published subject to the editorial policy of the *Journal*.
- [3] The editor may refuse at any time to publish an advertisement, for any reason he deems justified, and which he is not obliged to disclose. In making this decision, the editor will take into account the image and mission of the Order, and the applicable acts, regulations and ethical rules governing the profession.
- [4] Consequently, all advertisements must be approved in advance by the editor. This approval may be withdrawn even after the publication of the advertisement has begun. If applicable, the Order is liable only to reimburse advertisers the price of publishing the advertisement. The approval of an advertisement for publication does not in any way imply an endorsement or guarantee by the Order.
- [5] The editor refuses certain categories of advertisements, such as advertorials and promotional services for dentists, including offers of marketing and website design services. Offers of professional dentistry services for dentists' clientele are not accepted unless the advertiser holds a specialist's certificate from the Order. The same applies to any other category of advertisement that may, in the opinion of the editor, and because of the expertise that readers may attribute to the publisher, involve the legal or moral liability of the Order.
- [6] Accordingly, advertisements for the recruiting of dentists are not accepted, in order to avoid solicitations involving practices whose context does not comply with legislation or the Order's ethical standards. However, solicitation of candidates by health and education bodies is accepted.
- [7] The editor retains full discretion in all cases regarding publication agreements with advertisers, and may refuse any advertisement he deems inappropriate to associate with the *Journal*.

URLs

- [8] Advertisers or, if applicable, their agency may include a URL in the ad, if so desired. Two URLs are allowed per ad.

EDUCATIONAL ACTIVITIES

- [9] The *Journal* does not publish advertising relating to courses offered by dentists, promoters or other parties, such as training on a product, a treatment approach or a technique.
- [10] The editor reserves the right to publish summary information in the *Journal* concerning national and international conventions, such as the place and date of the event, as well as a link to the event Website.

COMMITMENTS BY ADVERTISERS

- [11] Advertisers and, if applicable, their agencies are jointly responsible for paying in full for the advertisement published.
- [12] The advertiser must pay for the advertisement when reserving the space. If the advertisement is not published for one of the reasons mentioned in this policy, the Order will provide a reimbursement.
- [13] Advertisers or, if applicable, their agencies may not cancel the advertising agreement after the space reservation deadline. If they do not fulfil their commitment, they must reimburse any discount they may have been granted for the purchase of several advertisements.
- [14] Advertisers or, if applicable, their agencies must respect the deadline for advertising material. No delay will be accepted.
- [15] Barring special agreements, the editor has complete discretion to decide on the positioning of advertisements. The positioning of an advertisement in an issue does not guarantee the advertiser any priority of positioning in a subsequent issue.
- [16] The Ordre des dentistes refuses all liability toward advertisers and, if applicable, their agencies for any errors committed in the publication of their advertisements. Advertisers and, if applicable, their agencies waive any claim and any recourse regarding such errors against the Ordre des dentistes, its directors, managers and employees.
- [17] Advertisers and, if applicable, their agencies are responsible for the content of their advertisements, and jointly hold the Ordre des dentistes, its directors, managers and employees harmless from any claim or judgement resulting from the publication of their advertisements.

ADVERTISING AGREEMENT

In effect as of January 1, 2020

ADVERTISER NAME _____

ADDRESS _____ CITY _____ POSTAL CODE _____

CONTACT _____ TELEPHONE _____

E-MAIL _____

SIGNATURE _____ DATE ____ / ____ / ____
year month day

BILL TO ABOVE E-MAIL ADDRESS OR SPECIFY OTHER ADDRESS: _____

AGENCY NAME (if applicable) _____

ADDRESS _____ CITY _____ POSTAL CODE _____

CONTACT _____ TELEPHONE _____

E-MAIL _____

SIGNATURE _____ DATE ____ / ____ / ____
year month day

BILL TO ABOVE E-MAIL ADDRESS OR SPECIFY OTHER ADDRESS: _____

RATES CHECK THE APPROPRIATE BOXES

PUBLICATION DATES WINTER 2020 SPRING 2020 SUMMER 2020 FALL 2020

	NUMBER OF PAGES	NUMBER OF ISSUES	AGENCY COMMISSION	PREFERENTIAL POSITIONING	SPECIFY	TOTAL (\$)
COVER 2	1	<input type="checkbox"/> \$3,500	1 <input type="checkbox"/> - 15%			
	4*	<input type="checkbox"/> \$3,250				
FULL PAGE	1	<input type="checkbox"/> \$3,025	1 <input type="checkbox"/> - 15%	1 <input type="checkbox"/> + 15%		
	4*	<input type="checkbox"/> \$2,965				
HALF-PAGE <input type="checkbox"/> Hor. <input type="checkbox"/> Vert.	1	<input type="checkbox"/> \$2,555	1 <input type="checkbox"/> - 15%	1 <input type="checkbox"/> + 15%		
	4*	<input type="checkbox"/> \$2,505				
GRAND TOTAL (Before GST and QST)						

* Rate per publication when reserving four consecutive issues.

GST 5% 107803017 – QST 9.975% 1006163293

PAYMENT METHOD CHEQUE VISA MASTERCARD

CARD NUMBER EXPIRY DATE (MM/YY) CVD CARDHOLDER

CONDITIONS

- The *Journal's* advertising policy is an integral part of this agreement.
- No cancellations are possible after the space reservation deadline.