

# MEDIA KIT 2021

# 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 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*.

### Journal de l'Ordre des dentistes du Québec

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

**A direct link  
to the profession**



## RATE CARD

In effect as of March 1, 2021



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

### TWO ISSUES FOR THE YEAR 2021

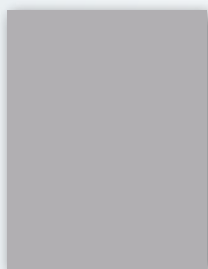
2021	RESERVATION OF SPACE	RECEPTION OF MATERIAL
SPRING	March 15, 2021	March 31, 2021
FALL	September 1, 2021	September 15, 2021

### RATES PER ISSUE (GST and QST not included)

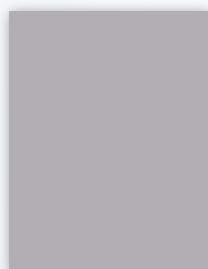
FORMAT	
C2 (Inside front cover)	\$3,500
FULL PAGE	\$3,025
HALF PAGE (horizontal)	\$2,555
HALF PAGE (vertical)	\$2,555
PREFERENTIAL POSITIONING	Add 15%
AGENCY COMMISSION	15%

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.

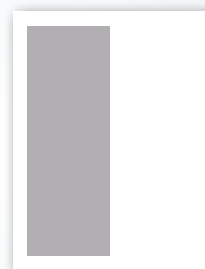
### AVAILABLE FORMATS



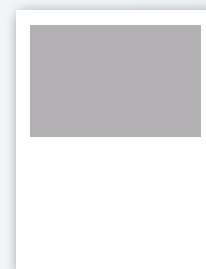
**C2**  
W 8.5 in. x H 11 in.



**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 March 1, 2021

- [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 March 1, 2021

**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**  SPRING 2021  FALL 2021

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

GST 5% 107803017 – QST 9.975% 1006163293

**PAYMENT METHOD**  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.