



**2021-22 MAGAZINE ADVERTISING  
INSERTION REQUEST FORM**

**(please email completed form to [admin@ottawadentalsociety.org](mailto:admin@ottawadentalsociety.org))**

*Please select one*

RUN AD:

- ☐ 1 TIME                      ☐ 3 TIMES  
☐ 2 TIMES                      ☐ 4 TIMES

***A 10% discount (before taxes) will apply if you advertise and prepay for all 4 issues by July 16<sup>th</sup>, 2021.***

*Please select one*

- ☐ Please use the same artwork for all issues  
(ODS will **NOT** contact the advertiser prior to printing.)
- ☐ Please contact us for new artwork each time  
(ODS **WILL** contact the advertiser for new artwork prior to printing.)

*Please indicate the date(s) you would like your advertisement to be published:*

<u>Mailing Date:</u>	<u>Artwork Submission Deadline:</u>
<input type="checkbox"/> SEPTEMBER 13, 2021	AUGUST 18, 2021
<input type="checkbox"/> NOVEMBER 29, 2021	NOVEMBER 3, 2021
<input type="checkbox"/> FEBRUARY 28, 2022	FEBRUARY 2, 2022
<input type="checkbox"/> MAY 9, 2022	APRIL 13, 2022

***A 10% discount (before taxes) will apply if you advertise and prepay for all 4 issues by July 16<sup>th</sup>, 2021.***

*Please select one*

<u>Ad sizes (width x height)</u>	<u>Rates:</u>
<input type="checkbox"/> FULL PAGE (8.5" X 11")	\$625 + 13% HST
<input type="checkbox"/> HALF PAGE (8.0" X 5.0")	\$345 + 13% HST
<input type="checkbox"/> QUARTER PAGE (4.0" X 5.0")	\$200 + 13% HST
<input type="checkbox"/> BUSINESS CARD (3.5" X 2.0")	\$110 + 13% HST

**ADVERTISER INFORMATION:**

Contact Name: \_\_\_\_\_ Email Address: \_\_\_\_\_

Company Name: \_\_\_\_\_ Telephone: \_\_\_\_\_

Mailing address: \_\_\_\_\_ Fax: \_\_\_\_\_

City: \_\_\_\_\_ Province/State: \_\_\_\_\_ Postal Code/Zip: \_\_\_\_\_

*I have read the ODS' 2021-22 Advertising Terms and Conditions and agree to comply with them.*

Acceptance: \_\_\_\_\_ Date: \_\_\_\_\_

**PAYMENT:** (Please note payment must accompany each insertion request.)

Amount: \$ \_\_\_\_\_ (apply 10% discount if applicable and include 13% HST) HST #8746 93757 RT0001

Do you require an invoice?    ☐ Yes    ☐ No

Method of Payment: ☐ Visa    ☐ MasterCard    ☐ AMEX    ☐ Cheque (enclosed)

Credit Card #: \_\_\_\_\_ Expiry: \_\_\_\_\_ / \_\_\_\_\_ Security Code: \_\_\_\_\_

Cardholder's Name: \_\_\_\_\_ Signature: \_\_\_\_\_  
(please print)

*For Office Use*    Date Paid: \_\_\_\_\_    Auth./Chq. # \_\_\_\_\_    Invoice # \_\_\_\_\_    Receipt # \_\_\_\_\_

## 2021-22 THE CAPITAL EXAMINER MAGAZINE ADVERTISING Dates and Rates

RESERVE SPACE	SUBMIT ARTWORK	MAILING DATES
August 11, 2021	August 18, 2021	September 13, 2021
October 27, 2021	November 3, 2021	November 29, 2021
January 26, 2022	February 2, 2022	February 28, 2022
April 6, 2022	April 13, 2022	May 9, 2022

RATES	Width x Height	1X	4X (Includes 10% discount)
Full Page	8.5" x 11.0" <sup>‡</sup>	\$625*	\$2,250.00*
Half Page	8.0" x 5.0"	\$345*	\$1,242.00*
Quarter Page	4.0" x 5.0"	\$200*	\$720.00*
Business Card	3.5" x 2.0"	\$110*	\$396.00*

\* plus HST

<sup>‡</sup>For full page ads only, please allow for 1/8" bleed margins with crop marks and all text must be kept within 1/4" of the inside cut margins.

**Please submit all advertising in a high-resolution PDF or JPEG format with all fonts and formatting imbedded.**

Request for **Premium Placement** may be made after the Reserve Space date on a first come, first serve basis:

Premium Placement Full page ads only	1X
Outside Back Cover (OBC)	\$210* + fee for full page
Inside Front Cover (IFC) Inside Back Cover (IBC) Page 3	\$160* + fee for full page

\* plus HST

### **Special Position Rates:**

Non-cover: 15% of space charges extra

Near Centre: 20% of space charges extra

If you have any questions, please call the Society office at 613-523-3876 or contact us by email at [admin@ottawadentalsociety.org](mailto:admin@ottawadentalsociety.org).

## **ADVERTISING TERMS AND CONDITIONS 2021-22**

The Ottawa Dental Society (ODS) shall be the sole judge of the suitability of materials for advertising and accepts advertising for the magazine, *The Capital Examiner*, and the website, subject to the following conditions:

### **1. Advertisement Guidelines**

- 1.1. The appearance of advertising and marketing of any kind on the ODS website or in publications is not an endorsement or guarantee of the product or service being advertised or of the claims made for the product or service by the advertiser.
- 1.2. All advertisements must be reviewed by the ODS for approval prior to publication. The ODS reserves the right to decline, withdraw, or edit any advertisement not in keeping with ODS's standard of purpose. The ODS may, at its sole discretion, at any time and for any reason, cancel or refuse any advertisement, regardless of whether such advertisement previously was accepted by the ODS.
- 1.3. Advertisers may not use the ODS name or logo without prior written consent.
- 1.4. The ODS shall not act as a broker through an advertisement for any product or service not manufactured or provided directly by the party named in the advertisement. Brokers placing advertisements on behalf of a client assume total responsibility for on-time payment to the ODS regardless of the client's payment standing with the broker.
- 1.5. Advertisers warrant to the ODS that the advertisement is the advertiser's own original work; that the advertiser is the sole owner of the work and all of the rights herein granted; that the content of the advertisement does not violate any copyright, trademark, proprietary or personal rights of others, and that the advertisement is factually accurate and contains no matter defamatory or otherwise unlawful.
- 1.6. Advertisers agree to indemnify the ODS and its affiliates, employees, officers, directors, and agents from and against all liability, including attorneys' fees, for any loss or damage or claims that arise from or are related to the use or publication of the advertisement, including but not limited to claims for copyright or trademark infringement, unfair competition, defamation, breach of contract, Privacy Act violations, or breach of the representations and warranties provided herein.
- 1.7. Advertisers shall comply with any and all provincial and/or federal laws governing solicitations and individual privacy information.
- 1.8. Advertisers shall indemnify and hold harmless the ODS, its officers, directors, affiliates, agents, and employees for any third-party claims arising out of alleged violations of such laws including but not limited to damages, liabilities, losses, costs, and attorneys' fees and legal expenses.
- 1.9. Advertisers or their representatives are required to acknowledge their understanding and agreement of the ODS Advertising Terms and Conditions on the Advertising Insertion Request Form.
- 1.10. The ODS will not be bound by conditions printed or appearing on order blanks or copy instructions that conflict with provisions of these terms and conditions.

## 2. Advertisement Submissions

- 2.1. Ads supplied to the ODS must be in a high-resolution PDF, JPEG (300 dpi or greater), .eps, or .cdr (Corel Draw) format, with all fonts and formatting imbedded. **For full page ads only, please allow for 1/8" bleed margins with crop marks and all text must be kept within 1/4" of the inside cut margins.** Please convert all fonts to curves/outlines prior to saving or exporting the file to a PDF. Any ads which require additional typesetting, edits, layout, colour separation on material supplied are subject to additional charges which are the responsibility of the advertiser.
- 2.2. Advertisers shall provide to the ODS the advertisement, including all necessary artwork, by the published due date. In the event that all necessary artwork is not received by the due date, the ODS may at its sole discretion elect to use artwork from previous advertisements placed by the Advertiser (if any).
- 2.3. Every care is taken to avoid mistakes, but responsibility cannot be accepted by the ODS for clerical or printer errors.
- 2.4. All ads must be submitted electronically to [admin@ottawadentalsociety.org](mailto:admin@ottawadentalsociety.org). The ODS will not be responsible for any errors or typos for ads that need to be rekeyed from a hard copy submission.

## 3. Advertisement Payment

- 3.1. Advertisers shall be liable for any and all amounts payable to the ODS under this agreement. Payment must be received in advance by completing an Insertion Request Form.
- 3.2. Ads are posted or published once full payment is received. No refunds, either full, partial, or pro-rated will be made should the advertiser decide to cancel the ad or shorten the term, except under extraordinary circumstances, as determined by the Magazine Committee.

Updated June 7, 2021