Dentaltown magazine is printed web offset, four-color process, perfect bound with a trim size of 8.0 x 10.875”. We use inDesign CC on Mac OS X to lay out the magazine.

Our first choice for digital submission is a high-resolution PDF.

If you’re unable to save your ad as a high-res PDF, we’ll accept:

- Photoshop TIF or high-resolution JPG.
- Illustrator EPS, with all text converted to outlines.
- InDesign file.

Ads must be built to the correct size specifications. Oversized or undersized ads will be adjusted to fit the space purchased.

- If your full-page ad bleeds, please add 0.125" around the outside trim size of the ad. Bleeds are not available for ads smaller than a full page.
- Ads may be compressed and emailed to ads@farranmedia.com (if ad is 8MB or smaller) or uploaded via FTP following the instructions below.

All media should be labeled with publication name, issue date and advertiser name.

FTP

FTP address: ftp://ftp.farranmedia.com
Username: farranmedia
Password: upload
(Username and password are case-sensitive.)
1. Zip/stuff the file
2. Name your file using the following format: yourcompanyname_date
3. Upload file to the folder with the month the ad is to be placed. (Mac users may need to use internet client software, such as Fetch, to enter our FTP site.)

PROOFS

We strongly recommend SWOP-certified, press-quality proofs for color matching for all ads. If you elect not to provide a press-quality color proof, Farran Media is not responsible for any color inaccuracies or text and image discrepancies on your ad.

WHERE TO SEND

ads@farranmedia.com
Farran Media Creative Dept.
9633 S. 48th St., Suite 200,
Phoenix, AZ 85044

DEADLINES

Space reservations are due the 3rd of the month before scheduled publication.

Final artwork is due the 10th of the month before publication.

Terms: Net 30 days. Invoices are rendered the first week of each month. Accounts more than 60 days past due may not advertise in the current issue or future issue until account is paid in full. Accounts 90 or more days past due are subject to collection. In the event of nonpayment, the publisher reserves the right to hold the advertiser and/or advertising agency jointly and/or separately liable for monies due payable to the publisher. Insertion orders generated by advertising agencies containing payment disclaimer clauses will not be acknowledged. Cancellations after the published closing date will not be accepted, and the advertiser is liable for the cost of scheduled advertisement.

LIVE AREA

All of your important stuff goes inside the live area. This includes things like your text, logo and contact information.

The live area is the “safe space” of your ad. It will never accidentally be trimmed off during printing.

TRIM LINES

Anything outside these lines risks being cut off during printing. Keep all copy inside these lines.

There are many things to consider when creating a print ad. Keep body copy to a minimum, because too much copy can be difficult to read and will weaken your ad. When placing copy on the page, the most important message (such as the headline) should be the largest, with less important information (like body copy) being smaller in type size. Ensuring that graphic elements are colorful and pleasing to the eye will draw in readers. Including a call to action will allow the reader to engage with your ad and your company.

anatomy of a print ad
There are a few standards that are cited more or less, all of your plans have to be in writing. If you have less than six months to complete the plan, you'll need to make sure everyone involved understands the requirements. Most dentists think that if they buy that $500 binder from the American Dental Association, they are now OSHA compliant. That couldn't be further from the truth. The plans must be updated annually and the most important part of any OSHA plan is the training that members within 14 days of hire have. If you buy that pre-written binder, you can leave all the writing to the experts. You need to make sure that you have the appropriate training for your staff. The training should be done by someone who is qualified to do it. The trainers should be able to answer questions about the training and the process. The plans must be updated annually and you need to make sure that everyone involved understands the requirements.

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